

# VARIETY

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## CHANGING THEATRE HABITS

**Indie Casino, N. Y., Big Time, \$1 Top;  
\$10,000-\$15,000 Budget for 8 or 9 Acts**

**MATINEE GATES  
BEATING NIGHTS**

**When the New Prez Likes Soft Music,  
Brother, It's Soft Music or Else**

Two-a-day big-time straight vaudeville at \$1 top will get an eight or 10 weeks' trial at the independently operated Casino (formerly Earl Carroll), at 50th street and Seventh avenue, New York. It costs 2,500. Opening date will be either March 9 or 16, depending on the availability of material to the booker, Arthur Fisher.

Shows will consist of eight or nine acts, with a weekly change if possible, and a budget ranging from \$10,000 to \$15,000 a week. House is reported desirous of playing the headliners on a guarantee and percentage basis, with the support acts on straight salary.

Casino is operated by a group comprising Jack Shapiro, Harling & Blumenthal and Harry Shiffman. They took over this house, also RKO's Cameo on 42d street, about a month ago. Casino is currently housing the San Carlo opera.

It is three blocks uptown from the Palace, which deserted the big time ranks a year and a half ago. Since the Palace blew, only one other straight vaude try has been made on Broadway. That was at the Broadway theatre by Arthur Klein. It lasted two weeks.

In its last big-time days the Palace tried to circumvent a shortage of acts by holding shows for long runs. It didn't work.

Plans of the Casino operators are understood to conform with the old Palace policy, with exception of the scale. Palace was a \$2 house, whereas the Casino will hold it down to \$1, and 75c. at the matinees.

It will be the first attempt at big-time booking for Arthur Fisher, a leading indie vaude booker for years.

### 3 YANKEE OPERAS SET A NEW RECORD

With the world premiere of 'Helen Retires' at the Juilliard School, New York, tomorrow (28) a world's record in American operatic premieres by Americans will be established. Three world premieres of Yankee operas this season all within the past few weeks. Situation has been duplicated a few times previously abroad, but never by Yankees or in the U. S.

This opera parade started off with 'Merry Mount' at the Met three weeks ago, then Gertrude Stein's opera, 'Four Saints in Three Acts' followed last week, and 'Helen Retires' is the third. Last named has a libretto by John-Erskine and score by George Antheil, both native sons.

'Helen' is up for four performances only at the Juilliard, and is completely sold out. There is an offer pending to move the production into the Met schedule for next year and another to present it at a Broadway house.

### Taking No Chances

Following their experiences as the result of last week's storm, as soon as it started to snow again Sunday (25) most of the Long Island commuters seemed to get the same idea at the same time.

Consequence was that Sunday afternoon traffic to the city was heavy with plenty of business for the hotels that night. The boys simply decided to come in Sunday rather than take chances on being marooned again.

New York's theme song for this winter is 'Jingle Bells'.

### CRIPPLES' BAND COMMERCIAL ON COAST

Los Angeles, Feb. 26.

An orchestra of cripples, most of whom have been bedridden for years, is being commercialized over KFGO by California Vegetable Products Corp. Starting this week the band will be a regular over the station on Monday and Thursday afternoons.

Orchestra was organized three years ago by J. Allison Phelps, air philosopher, who aimed his radio talks at shut-ins. Band members, some of whom have learned to play instruments since Phelps launched his band idea, are wheeled to the latter's home once a week for a concert.

This has been going on for more than two years, but has not been aired until the current program, which comes from Phelps' home by remote control.

Leader of the orchestra is blind and partly paralyzed. He plays the piano. Another man whose back was paralyzed when struck by a baseball bat, carried into the home strapped on a cot. He plays the mandolin, which he learned to strum after his accident.

### END OF MARDI GRAS

No More Fun and Costume Play in Paris Streets

Paris, Feb. 17.

Mardi-Gras (13) was like a funeral due to previous riots.

Old days of costumed parades in streets and young bloods playing ring-a-rosy around all the girls were declining anyway, and this year's upsets have put final kibosh on them.

Parisians don't think they'll ever come back.

**Mid-West Checks Up on Reversed Attendance—Believes New Trend Due to 5-Day Week, Shorter Working Hours and Radio**

### TALK REVISED PRICES

Chicago, Feb.

After 25 years of picture-going, the American public, as expressed by its theatre habits. It appears to be the result of the five day week, the shorter working day and radio.

Throughout this section of the country film theatres are finding that evening business is dropping off while matinee trade is building. This is borne out not only by independent surveys on theatre business but also by actual experiences of the theatre managers. For instance, vaude units now on the road in this sector report their matinee grosses often double the night business. As an example, in Columbus one unit did \$1,100 up to 6:30 p.m. and then got but \$500 that night. In Cleveland another troupe did \$2,300 from 11 a.m. to 6:30 p.m. and then only \$600 up to closing.

Last month the Balaban and Katz circuit put through several increases in matinee admission prices. The boost followed the discovery by B.&K. that night trade was running behind matinees.

The situation is unique in theatre history and part of the influence is attributed to the five-day week, which doesn't necessarily mean from Monday to Friday, during which people are finding sufficient time to attend theatres during the matinees and take advantage of the daytime prices. Same goes for the shorter 'day,' the people being through their daily chores early enough to get into the theatres before the evening price boost. The CWA workers are also a factor.

### Radio Angle

In a study made of Chicago picture theatre business by several banking houses last month it was discovered that while theatre attendance has increased, gross revenue has not been keeping pace. This is explained largely by the public attending shows during the afternoons. It is figured they stay home and listen to radio at night.

Another angle in the banks' survey was that while Saturday business at Chicago theatres has so far jumped 10% over 1933, Sunday trade is 2% behind. It is pointed out that Saturday is radio off day on big commercial programs.

And the story of what has happened to the legitimate theatre in this town is well known in the business. (Continued on page 56)

### Wrong Argot

Male monologist, added to the Sunday night show at a new Broadway night spot, stood in the wings watching another artist who was clicking nicely and observed, 'That fellow's going to stop the show.'

Tough guy, unfamiliar with show terms, overheard the comment, grabbed the monologist by the lapels, declaring he'd 'put the fix on any mugs who tried to stop this show.'

M. E. Coyle, new president of Chevrolet, doesn't like comics, but he does go for soft music. Beginning with his firm's April 8 broadcast on NBC, Jack Benny will be out and an 18-piece orchestra, under direction of Victor Young, will unfold pianissimo and romantic tunes.

Benny learned how the new Chevrolet prez felt about comics some eight weeks ago. Agency on the account, Campbell-Ewald, was instructed to cut Benny's patter down to five minutes and have the orchestra devote more time to romantic melodies. Benny came back with an ultimatum to the effect that if his routine time were reduced he would walk.

Coyle decided not to make an issue of his likes and dislikes for the time being, so Benny's patter continued to dominate the program, but the exec got in the last word.

Young's contract, for 13 weeks, handled through the Rockwell-O'Keefe office.

### REPEAL BOOZE MAKING DRYS OF TOPERS

Going on the wagon and staying there is threatening to reach epidemic proportions. It's not from necessity or financial reasons, but that though it was smart to drink during prohibition now it's smarter to refuse a drink.

Poor quality of the repeal liquor and the adverse publicity on the doubtful quality of the booze is sending people to the proverbial water wagon. High cost of the legal stuff is also discouraging some of the 1920-to-1933 tipplers from trying to keep up a thirst.

One of the big dailies has a bulletin board on which names of its workers go up when taking the pledge. Nearly the whole staff has climbed on this board, including the dramatic and picture departments.

### Girls Picket Daily for Publicity, but No-Get

Pittsburgh, Feb. 26. Iron-clad publishers' agreement here makes it tough for exploitation men to crash the local papers outside of the theatrical page. Bill Danziger, ahead of Broadway Peck-a-Boo unit, cooked up a novel stunt last week which got the attention of the newspaper crowd, but no publicity.

Danziger had unit chorus girls parade in front of Sun-Tele building. All of them carried placards which read 'We Want Our Pictures Taken.' Pittsburgh Publishers Are Down on Poor Chorus Girls and 'Why Don't Your Cameramen Pay Some Attention to Us?' Inside crowd got a big laugh.

### 'PERSONALITY' COURSE WITH SCREEN TESTS

New York University is offering a 'personality' course which includes about three picture tests. The tests are the exams with the students to decide whether their classmates are good, bad or just indifferent in a drawing room.

First test is made when the students enter the class, the second when the term is half over, and the third at the end of the course. Tests probe how they smile, talk, walk, frown and eat.

If no improvement, the student evidently must become reconciled to being a wallflower.

### Swanson's 5G Personals

Making her first vaudeville or picture house appearance, Gloria Swanson probably comes into the Paramount, N. Y., March 9. She hasn't had a picture in two years, since 'Perfect Understanding,' made in England, but has signed a term with Metro.

N. Y. Post is reported paying the film star \$5,000.

Hollywood, Feb.

Gloria Swanson's personal appearance tour in the east before starting her first pic at Metro is being held up due to the fact that there is a \$2,500 a week difference in salary wanted and offered.

Miss Swanson figures on a six-week coverage in the key spots and wants \$7,500 weekly. Publix is said to have offered \$5,000 for the Paramount, N. Y., with Boston, Philadelphia, Chicago, and St. Louis to follow.

## Advertising Agencies Now the Key To Free Acts for Clubs in Chi; Ladies, Merchants, Get Subtle

Chicago, Feb.

That benefit racket has moved over from legit and vaude radio where they are now learning what real pressure is, especially when that pressure is from agencies and merchants. In the old days, the club or get-together wanting free entertainment went to friend vaude booker or booking manager to put his pressure against the acts. But with clubs now all radio-minded they are battling around for new angles. For three years they hustled around trying to find the real top in radio. They tried booking offices, announcers, station managers and program directors. But none of these were the right pressure guys.

Finally they got around to the agencies, and presto: they had found the right combination. An eyelash wink from the agency and everybody in the business from performer to station owner jumped to attention with a yes. And now agencies are the big bad bureau boss as far as performer and stations are concerned for asking favors in personal entertainment for their clubs and gatherings and always free of charge.

Every time anybody is putting on a party and wants to strait real talent without forking out for it he runs to some agency friend who puts on the pressure. Station manager and performer are literally forced to acquiesce to these demands for fear of hurting future business relations. Usually the pressure goes from agency to station manager with the station sending its ace performers, and usually meaningful gatherings.

**The Femme Angle**  
Women's clubs all have a cute angle now for getting the best radio talent for nothing for their weekly get-together. In their requests for talent free they always mention in a by-the-way manner that after all these same women's clubs could always start boycotting the station's children's shows if they weren't friendly.

And business men's luncheons are a cinch. If they want a radio yodeler or two for entertainment they no longer call for a club booker and shell out some coin for the talent. They now phone the first station that comes to mind and ask for talent. And call it a form of audition by telling the station manager that there will be say 1,000 big merchants at the luncheon and if the talent catches on it's certain that at least one merchant will want to go on the station with that show. Getting to be a headache all along the line.

## WSOC CHARTS PHONE CALLS FOR 20 DAYS

Charlotte, N. C., Feb. 26.

For a period of 20 days WSOC made a record of all telephone calls concerning programs, and tabulated these. Of the 3,789 calls, "Dancing by Request" led with 1,046. "Vic and Sade" head the list of inquiries concerning network coverage. A one-day one-program record was set, on January 30, when 154 calls asked what time the President's birthday speech would be broadcast.

## Williams to Reincke, Ellis Agency in Chi

Chicago, Feb. 26.

Russ Williams moves into the Reincke-Ellis-Younggren-Finn agency here to take over the radio department. Williams was formerly radio exec at the Erwin-Wasey office.

## 'Red Davis' Ends

Beech-Nut may turn to a musical type of show for the spring and summer. Meantime the food packer has decided not to renew for the 'Red Davis' serial on NBC, though the account has found this one of the most popular shows it has ever backed.

Expiration date for the Davis script is March 23, which will make it a run of 26 weeks.

## ONLY 1 OF TAXES SPENT ON RADIO

The Hague, Feb. 19.

Dutch government announces that it intends to levy a tax on radio receiving sets. Per set it would come to about \$1.25 (at par) per year and probably tax will bring in \$750,000.

Not only the broadcasting associations, who live from free donations and fear that these will shrink, when government collects this tax, but also whole radio trade is against it. Already a turnover tax of 4% is levied with 5% extra on luxurious radio-sets, so trade is heavily taxed.

Fans point out that in other countries such as England the low tax is used by government to run the broadcasting stations. In Holland, however, broadcasting would continue to be maintained by the associations, who live from contributions by fans and the tax to be distributed: 1-3 for technical improvements of radio, 1-3 for Excise and 1-3 for Arts. Associations state that Art already profits highly from radio in Holland by extra engagements for microphone.

## Toronto Stations Deny Labor Overworked or Underpaid as Charged

Toronto, Feb. 26.

Warning will be served on the Dominion government under the Industrial Disputes Investigation Act if the condition of radio engineers in broadcasting stations here is not improved, according to officials of the Toronto District Labor Council.

They charge that commercial stations, as well as those operated by the Federal-appointed Canadian Radio Commission, are paying first-class engineers in many instances from \$12 to \$15 for a 70-90-hour week. Claim was made that attempts to organize the radio engineers had been met by acts of intimidation on the part of employers and that the men desired organization but were even afraid to attend meetings for this purpose.

Managers of Toronto-operated radio stations denied that first-class radio-engineers were receiving as low as \$12 for a 70-90-hour week. It was claimed that the minimum wage paid engineers on CRCT and CKNC, the two government stations, was \$110 a month and that the pay here averaged \$1,746 per annum. The minimum wage paid by CKCL was \$30 for 44-hour week, it was stated. Workers on CRCT and CKNC did 48 hours a week and had one full day off; managers of these stations claimed. Denials were general that employees were threatened with dismissal if they tried to organize.

## NEW TIME BOOKER GETS BOWEN ACCTS.

Spotbroadcasting, Inc., makes the latest time placing firms to be formed in the New York area. Organization, which is headed by Douglas Ward, is being used by the Street and Finney agency to clear its spot business on the Carter medicines and Forty Fathom Fish.

Placement of these accounts had previously been handled by Scott Howe Bowen, Inc., with some 50 stations involved. Bowen office claims that the assignment of these accounts to Spotbroadcasting, Inc., constitutes a violation of contract and if business is done with stations which carried the S&F discs when they were placed by S-H-B it will bring suit against the agency.

## Cadillac's Added Month

Cadillac's opera and concert name series on NBC has been extended for another four weeks. Renewal takes the program up to April 3. Original contract was for 13 weeks.

## Super-Colossal

Pittsburgh, Feb. 26.

When a reverse charge call came in to WYSW the other day, Elsie Wyland, of the studio staff, accepted, thinking it was one of the salesmen phoning in something important.

At the other end of the line came the voice of a desperate, serious young man.

'What'll you pay me to come in and tell jokes over your station?'

## NBC SIDESTEPS CBS-JAMMED BOSWELLS

NBC rejected an approach

made in behalf of the Boswell Sisters. Proposition entailed a training schedule for the trio, but NBC declared itself against doing any business with the girls until they have settled their contract differences with the CBS Artists Bureau. Boswells have been offered a commercial with an NBC release, but before accepting they want to be sure that Columbia won't start injunction proceedings.

Threesomes feel confident that CBS will refrain from any litigation as long as they confine their air appearances to Columbia. Booking contract between the Boswells and the network has a year from this June to go. Girls walked out of the agreement several weeks ago on the ground that the CBS Artists Bureau had not amply looked after their commercial and personal appearance interests. Connie Boswell is currently doing a solo on the Camel show. Team figures that the CBS Artists Bureau won't sue for commissions on this engagement until after its expiration.

## Loughran Joins L&T

Chicago, Feb. 26.

Basil Loughran of the CHI NBC production staff moves over to the L&T agency. Loughran will work under Lew Goodkind, now in charge of the agency radio department.

Loughran will concern himself with the actual production of the agency shows. He comes in following the departure of Henry Selinger as head man of the agency radio bureau.

## CKCL Defies Canadian Commish Over Ban on Ford Broadcast

### NBC'S CHAPERONS

Efficient Experts Eavesdrop on Salesmen

Selling staff of the NBC Artists Service are now accompanied by efficiency experts when they go calling on ad agencies and theatrical booking offices. E. e's are part of the Tradeway, Inc., staff which has been retained by the way to find out what is wrong with its artists' service as well as the program department.

Traveling around with the artists' bureau's reps is supposed to give the Tradeway probes an opportunity to observe how the former make their approaches, the methods they use in selling their talent and the buyer's reaction to it all. Instructions given the bookers demand that the efficiency experts be introduced on all such calls as Mr. and So-and-So of NBC.

## Ben Pratt Goes East As Assistant to NBC Vice Pres. Mason

Chicago.

Unable to find a spot in Chicago for Ben Pratt, former titular head of NBC's midwestern press department, Niles Trammel has arranged for Pratt to go east. M. H. Aylesworth is making a spot for Pratt at Trammel's request.

Position of Pratt in NBC has been unique. Since the end of the World's Fair he seems to have been without definite assignment. Previously and for some time he held the title but not the job of manager of the publicity section. Originally he was in the production department.

Pratt moved to New York Saturday (24). It is understood he will become assistant to Frank Mason, v.p. in charge of press.

## Daniels Agency Folds

Boston, Feb. 26.

George Daniels & Son Advertising Agency of Providence is in the process of liquidating their business, which means that Frank Weston, of that agency will soon be out of a job.

For the past several years this agency has been identified with various New England radio counts.

## Charlesworth Defends CRC

## Chairman Thinks Much Progress Has Been Made, Conditions Bettered

Following political attacks on the floor of the House of Commons, instigated by complaints of radio listeners in various constituencies, the services of the Canadian Radio Commission will be investigated by a parliamentary committee.

Staunchly defending himself despite the impasse, Chief Charlesworth, CRC chairman, told radio scribes during his fly-by visit here that the Canadian Radio Commission is fulfilling its aim by the establishment of continental and regional networks that cover the Dominion from coast to coast and use no advertising in their programs. At the same time, he stated, the Commission is exchanging programs with the United States, and some of the finest American features are being carried over Commission networks so that these may be heard by possessors of the cheap receiving sets. Previously, he claimed, these programs were available to only those in the central sections of Canada. Through a special exchange arrangement, these outstanding NBC and CBS programs are secured without cost. Charlesworth claims that nationalized radio in Canada has been manifestly efficient and economical, as impossible under any other system.

license faces the Ford Motor program last night in disobedience of a minute wire from Hector Charlesworth forbidding the broadcast. High interest, awaited last night's broadcast inasmuch as this is the first time the federal-appointed commission has ever been defied. Wires started to buzz as soon as the Ford program was heard on the air.

Censorship forbade same broadcast over CKCL last week and instructions were obeyed after heated telephonic conversations between CKCL officials and the CRC chairman. Last night, CKCL decided to go ahead with the broadcast and see what happened. Plenty has and is going to. Henry Goodenham, president of the offending station says: 'If we are sued for broadcasting the program, we will leave it to the courts to decide.'

Ford program was originally booked to come over CFRE, the Columbia outlet here, but, according to Harry Segwick, manager of CFRE: 'We would have carried the program if we had had the time open but our schedules were filled for Thursday evening and the Ford people apparently sought another outlet.'

It is Charlesworth's contention that NBC and CBS each get one Toronto outlet only. The broadcasting office Ford program over CKCL would give CBS two outlets. He says: 'If two stations cannot carry the American programs contracted for, we do not intend to allow new outlets.'

Regarding the 'farming out' of the Ford program, Charlesworth says: 'We intend to take action in this matter. We told them last week to cut that program but they have gone ahead. We will see what our powers are.'

Among the powers of the commission is the recommendation of the suspension of a station license, according to the Canadian Radio Act.

Operators of private radio stations in Canada must have a government license, Justice Armour ruled last week, after Radio Inspector R. G. Gooding and the Attorney-General of Canada sought an appeal on the decision of Magistrate Smith, who had previously acquitted Archie F. Gignac, lawyer, of the charge. Case is remitted to the magistrate in question with the instruction to convict Gignac of illegally establishing a radio station.

Ottawa, Feb. 26.  
Dominion broadcasters Association, with a claimed membership of 40 independent radio stations across Canada, has come forward with a resolution to the Canadian Government urging the disbandment of the Canadian Radio Broadcasting Commission in April when the act establishing it expires.

Association urges the granting of a government charter to a body to be known as the Canadian Broadcasting Corporation to have full powers over broadcasting in Canada on a non-political basis. It asks that the present government-owned stations be sold or leased to private operators so that all units would be on an equal footing with the right to negotiate contracts for commercial, religious, political or other programs without interference or restriction.

Proposed corporation set-up would be headed by five 'governors' representing each section of the country, aided by an honorary advisory committee of five in each province. At least one member of each provincial committee would be a representative of a radio station.

Dominion broadcasters Association has withheld its list of members because of the fear of reprisals on the part of the government commission in case its life is extended beyond April by a renewal of the enabling statute.

## NESTLE EXTENDS

Nestle's chocolate (Corliss-Laumont) has renewed for another 13 weeks on NBC's blue (WJZ) network.

Ethel Shutta, Don Dector and Walter O'Keefe, who started on the program last August, remain.

# VAGARIES OF SURVEYS

## FANS TALK, DO DIFFERENTLY

Chicago House-to-House Interviewers Find Public Glad to Discuss Radio Likes and Dislikes

### DAY AFTER FAVS.

Chicago, Feb. 26. In a survey of surveys it is discovered by a large radio company that most people don't know what they like on the radio, don't remember what they listen to and don't know why.

For instance, it is learned from a personal house-to-house canvass that 95% of those questioned about their preferences in music state that they prefer high-class music to jazz. Yet the radio in that house at that time is tuned in on a waw-wah lowdown honky-tonk jazz band. Survey discoverers find that some people are not honest with themselves. They say things they don't believe, but which they think sounds ritzy. They pose and don't practice what they preach.

People, however, like to be interviewed about their preferences on the ether. They take it very seriously and treat it with great importance. They get very official, and soon start giving orders that so-and-so ought to be off the air, and that they think some sponsor should grab such-and-such. They also want to know the politics of the radio industry and soon start asking confidentially how a person goes about getting on the air.

This fact of taking interviews seriously makes the survey business a difficult and slow process. The radio company handling this survey, for instance, found that no matter how industriously the canvasser worked it is impossible to see and question more than 24 people in a day, and often as few as 12 people.

Reasons for this are many. In the first place, house-to-house canvasses reach women almost exclusively, and the only times a woman will answer questions are from 9:30 to noon and from 1:30 to 4 p.m. Before school time the housewife is busy getting breakfast for the family and bundling the kids off to their lessons. At lunch hour the kids are back again, and after four o'clock the wife is busy with the children and preparations for supper. Which gives a surveyor about 300 minutes daily and about 10 minutes for each interview.

As far as the most popular programs are concerned it is not so easy to get at the real truth. Because radio listeners are as fickle and changeable as chameleons. Their tastes change from day to day. On Mondays they prefer Eddie Cantor, because they heard him yesterday and enjoyed the show. On Wednesday they prefer Ed Wynn, or Fridays they are certain the Vallee show or the Maxwell House program is their heart's desire. On the day following any star program that program immediately becomes the choice of 75% of the people.

However, if forced to state their first and second preferences people will name the same type of shows in both instances. Thus people like drama, or comedy, or speeches, or music, and both their first and second choices will contain two drama programs or two comedy shows, and so on down the line. Typical first and second choices are 'Myrt and Marge' and the 'Goldbergs', or Eddie Cantor and Joe Penner. Others voted first and second for Bing Crosby and Wayne King.

Glance through the survey reveals a surprisingly high number of votes for 'Myrt and Marge', 'Rise of the Goldbergs' and Father Coughlin. However, it is noticeable that favorite programs are concentrated in certain sections of the city even into blocks. One block of houses will vote for Eddie Cantor, the next for the Barn Dance. Which indicates that people discuss the radio and each influences the other through word-of-mouth to listen to particular shows.

(PART)

SURVEY)

				Hour of Interv.	Favorite Station	Number in Family
A. P. Boardman 6833 Loomis Blvd.	Philco	Red Davis	Dangerous Paradise	4	WMAQ	4
W. J. Conley 6843 Loomis Blvd.	Atwater Kent	Father Coughlin	WLS Barn Dance	1	WLS KYW	4
R. A. Neitzke 6843 S. Ada Ave.	Philco	Joe Penner	Father Coughlin	3	WCFL KYW	3
N. Radford 6827 S. Ada Ave.	Kellogg Spartan	Father Coughlin	Rondoliers Kindergarten Hour	6	WMAQ WGM	3
Anthony McGolem 6842 Loomis Blvd.	Spartan	Red Hot & Low Down	Eddie Cantor	5	WGN WMAQ	5
H. C. Yandel 6826 Loomis Blvd.	Atwater Kent	Father McGuire	Father Coughlin	3	WCFL KYW	
R. J. Spain 6824 Loomis Blvd.	Atwater Kent	Myrt & Marge	The Goldbergs		WENR	4
S. A. Hill 6825 Loomis Blvd.	Majestic	The Goldbergs	Rudy Vallee	4	WMAQ	8
E. Graham 6816 Loomis Blvd.	Sonora	Carlos Molina	Dr. Springer	3	WMAQ WCFL	5
J. Gregory 6839 S. Pauline Ave.	Buckingham	The Goldbergs	Myrt & Marge	3	WMAQ	6
E. Ellis 6835 S. Pauline Ave.	Kennedy	The Barn Dance	Betty & Bob	2	WLS	5
J. Virgilio 6827 S. Pauline Ave.	Philco	The Barn Dance	Singing Sam	2	WLS WENR	5
R. Porcario 6807 S. Pauline Ave.	Atwater Kent	Today's Children	Francis X. Bushman	6	WMAQ WGN	5
Dr. L. Mastandrea 6801 S. Pauline Ave.	Philco	The Goldbergs	Eddie Cantor	4	WMAQ	11
A. Cozzie 6810 S. Pauline Ave.	Midget	The Barn Dance	Eddie Cantor	2	WMAQ WLS	9
A. Lurgio 6812 S. Pauline Ave.	Phantom	Red Hot & Low Down	Eno Crime Club	6	WCFL WMAQ	3
C. Prosapio 6830 S. Pauline Ave.	Philco	Eddie Cantor	Joe Penner	4	WMAQ WGN	7
J. N. Tortorelli 1758 W. 69th St.	Atwater Kent	Dr. Springer	Symphony Concerts	4	WGN	4
N. Moecker 1818 W. 69th St.	Majestic	Dr. Bundeson	Myrt & Marge	6	WMAQ WGN	6
J. Mulligan 6914 S. Honore St.	Aerial	Barn Dance	Myrt & Marge	3	WLS WMAQ	3
E. T. Riedel 6916 S. Honore St.	Atwater Kent	Uncle Bob's Children's Hour	The Goldbergs	4	KYW WMAQ	4
P. Doherty 6920 S. Honore St.	Radiola	The Goldbergs	Father Coughlin	2	WMAQ KYW	8
G. Lewis 6922 S. Honore St.	Majestic	Symphony Concerts	Barn Dance Opera	3	WLS WMAQ	2
W. Pallarao 6933 S. Honore St.	Radiotrope	Drama	Myrt & Marge	3	WBBM KYW	4
S. Egan 6935 S. Honore St.	Atwater Kent	Betty and Bob	Dr. Bundeson	2	WENR WCFL	6
F. Probo 7006 S. Honore St.	Majestic	Bing Crosby	Wayne King	2	WMAQ	3
J. Gregory 6839 Pauline Ave.	Buckingham	The Goldbergs	Myrt & Marge	3	WMAQ	6
E. Ellis 6835 Pauline Ave.	Kennedy	The Barn Dance	Betty & Bob	2	WLS	5
J. Virgilio 6827 Pauline Ave.	Philco	The Barn Dance	Singing Sam	2	WENR	5
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A. Lurgio 6812 S. Pauline Ave.	Phantom	Red Hot & Low Down	Eno Crime Club	6	WCFL WMAQ	3
C. Prosapio 6830 S. Pauline Ave.	Philco	Eddie Cantor	Joe Penner	4	WMAQ WGN	7
A. Lenza 1753 W. 69th St.	Majestic	Wayne King	Pearl	3	WMAQ	6
A. McGolem 6842 Loomis Bld.	Bremertully	Red Hot & Low Down	Eddie Cantor	3	WGN WMAQ	5
H. C. Yandel 6826 Loomis Bld.	Atwater Kent	Father McGuire	Father Coughlin	3	WCFL WGN	3
S. A. Hill 6822 Loomis	RCA-Atwater Kent	Myrt & Marge	The Goldbergs	5	WENR	4
P. J. Haynes 6816 Loomis	Century	Uncle Bob's Hour	Father Coughlin	2	WM KYW	4
K. A. Schelling 6806 Loomis	Sonora	Opera	Symphony Concerts	2	WJJD WGN	2
H. J. O'Malley 6815 Loomis	Majestic	Fred Waring's Orch.	Eno Crime Club	4	WMAQ	6
H. Biaglin 6817 Loomis	Philco	Variety in Music	Amos & Andy		WLS	7
Irving Albert 5627 University Ave.	Philco	Jack Benny	The Fire Chief Ed Wynn	2	WMAQ	4
Wm. Connors 4718 S. University Ave.	Silverstone	Dream Ship	First Nights	3	WGN WMAQ	6
Mrs. Amelia Frank 5041 Dorchester Ave.	Majestic	Symphony Concerts	Father Coughlin	3	WBBM	1
Mary Brown Public Library	Majestic	Eddie Cantor Phil Baker	Myrt & Marge	2	WMAQ	5
Jane Cowel Public Library	Philco	Rudy Vallee	The Goldbergs	3	WMAQ	3
G. Wasserstrass 2632 Eastwood	Silverstone	The Goldbergs	Amos & Andy	6	WMAQ	2
A. P. Boardman 6833 Loomis Blvd.	Philco	Red Davis & L. Orphan Annie	Dangerous Paradise	4	WMAQ	4
W. J. Conley 6843 Loomis Blvd.	Atwater Kent	Father Coughlin	Barn Dance	1	KYW	4
J. A. Riley 6845 Loomis Blvd.	Spartan	Myrt & Marge	Betty & Bob True Story	4	WMAQ WENR	5

(Continued on page 42)

## DOC BRINKLEY IN MEXICAN JAM

Doc Brinkley's station at Villa Acuna on the border, in a jam with the Mexican government. Mi istry of communications and public works, announces that the Doc's plant will be heavily fined as it has been transmitting by remote control programs in English from Miller, Kan., without Mexican authorization. More trouble is in prospect for Brinkley, as the Mexican government has discovered that he uses the Villa Acuna station to broadcast medical propaganda without his being properly licensed to practice medicine in this land. Brinkley has been granted a fortnight in which to convince the government that he is licensed to practice medicine in Mexico. If such proof is not forthcoming, the station's radio concession will be suspended for a month and perhaps canceled, the ministry warns.

Legislation pending in Washington will bar remote control broadcasts from American soil except Federal Radio Commission permission.

## NBC, CBS REPS VISIT OTTAWA

Herbert Akerberg and Donald Withcomb, stations relations managers for CBS and NBC, respectively, left Sunday (26) for a good-will trip to Ottawa. Stay will primarily concern itself with working out with the Canadian Radio Commission another schedule of international program exchange.

While across the border, will also visit their tion allies.

## PHILLY LOCAL WANTS SAME SET-UP AS CHI

Philadelphia, Feb. 26. Philly Musicians' Union, Local 77, is girding for a battle with the town's radio stations, following ultimatum from Romeo Cella, newly elected president.

Among the demands Cella will seek to enforce are the following: 1. That all local stations be required to employ union men for house orchestras. 2. That no station be allowed to follow with commercial announcements any dance program originating from a local restaurant or night club. 3. That studios must employ union musicians for the purpose of operating radio discs.

Goal of Cella is to force Philadelphia stations to accept radio conditions now existing in Chicago. Although efforts have been made in this direction before, they have rarely been successful, primarily due to the musician's willingness to accept jobs at lower than union scale.

## NOCKELS OF WCFL UP FOR CONGRESS

Chicago, Feb. Edward N. Nockels, secretary of the Chicago Federation of Labor and guiding factor in the affairs of station WCFL, is in the race for one of the Illinois congressional posts.

Has announced his candidacy for the Democratic nomination for the 10th district, which includes the northern portion of Cook county and Lake county to the north.



# 4 A's and ANA Taking Over Crossley Reporting, but No Change in System

Authority the Co-operative Analysis of Broadcasting, frequently referred to as the Crossley Re-will March 1 be assumed jointly by the American Association of Advertising Agencies and the Association of National Advertisers. will be organized corporate identity and undergo a change of name. Archibald M. will con- to direct and radio. will thereafter do contracting with the joint agency-advertiser board direct instead of with Crossley. Move also relieves Crossley of the selling and political phases entailed in the operation of the survey.

Agured that with the two sources responsible for it financially, the service will be able to make some improvements, among them a more speedy return on the popularity data collected from correspondents.

There is no intention of making any changes in the survey system of operation. Recollection or guessing method will be retained intact. Supervising committee will be composed of three advertiser members and two agency subscribers to the service.

## Rep. Prall (Dem.) Surprises Radio Comm. Appointee

Washington, Feb. 26. Twenty-four hours after he said he had just learned of the vacancy, President Roosevelt named Rep. Anning S. Prall of Staten Island, N. Y., to succeed William D. L. Starbuck as a member of the Federal Radio Commission.

Selected to represent the thickly-populated first zone, Prall was a dark horse and his appointment a major surprise in both Congressional and broadcasting circles. Even the day before Prall was picked, the President refused to tip, declaring at a press conference Wednesday (21) that he had just learned Starbuck's term was up, had no names under consideration and was undecided whether to fill the post immediately or await Congressional action on general communications problems.

Other individuals reputedly under consideration by administration patronage-dispensers included Eddie Dowling, whose chances never were taken seriously by those in the know, and Edmund L. Petty, radio man for Democratic National Committee and present commission secretary.

A Democrat and member of Congress for 10 years, Prall has been a relatively inconspicuous party wheelhorse and conservative member of House Banking and Currency Committee. Never previously connected with broadcasting or inter-legislative pertaining to communications, as far as is known here, new commissioner served three years as president of New York school board and about a year as commissioner of taxes before entering Congress.

### Bernie Stage Auditions

Pittsburgh, Feb. 26. Ben Bernie, playing at Stanley theatre this week, pulling a Paul Whiteman, staging local radio auditions with the winner to get a featured spot on old maestro's Fabst program tomorrow night (27). When Whiteman was last year, he picked So-and-So trio, now featured over WCAE here, and girls will be candidates again in competition. If they win out, they'll go over a rival station for WJAS carried by the Bernies. In his act at Stanley, Bernie's using four local radio acts all week. So-and-So's one of them, Sara Heller from WWSW, Betty Cruikshank from KDKA and male singer from KQV's Blues Chasers.

## Nebraska Exec Shift

Lincoln, Feb. 26. Union Holding Co., which has KFAB, KFOP and KOIL, underwent reorganization this week after the death of H. E. Sidles, about a month ago.

Charles Stuart was made president of the company, with A. L. Beghtol remaining as president of KFAB, with Dee Dirks, vice-president and general manager, of all three stations.

President A. L. Beghtol, KFAB, announced last week station is considering moving studios to the Lincoln hotel from the Cornhusker, where it now is. Cramped quarters at the latter and need of an audition studio is mostly responsible.

KFOP is already quartered at the Lincoln, so it would make the hotel the seat of general offices for all radio holdings of the Union Holding Co. here.

## TOO MANY PERSONALS PREVENT AIR DATES

Pittsburgh, Feb. 26. Honeyboy and Sassafras, black-face script act imported by KDKA from southwest, and middle-west, have been booked for so many personal appearances in the theatres locally by NBC Artists' Service that they have had to cancel their night-time sustaining program. Instead, they have switched to noon hour on KDKA. Boys have been mopping up with their personals and in great demand in surrounding territory.

In evening spot of Honeyboy and Sassafras, KDKA is now using five times weekly Dan and Sylvia, with WMAQ, Chicago, for five years. Sponsored out there at various times by Willis-Motor, Nivea Face Cream and Chicago 'Daily News', they're auditioning commercials here now.

## Booth Day for B&K's 'Blue Jay' NBC Show

Chicago, Feb. 26. Wade Booth and Dorothy Day have been set on the new Bauer and Black show by Donna Parker. B. & D. show will start on the NBC Blue web next month for a coast-to-coast ride. Will plug the B. & D. Blue Jay product. Show will be a combo of music and drama with Dorothy Day slated to write the skits and act in 'em. Both Miss Day and Booth are from legit.

## Berger's Show Moves

Los Angeles, Feb. 26. 'Forge of Freedom', weekly historical dramatization that has been written and produced by Hal Berger over KFAC, goes to KMTZ, Hollywood on a year's arrangement. This is the second program from KFAC to go to the Hollywood station within two weeks. Other was the nightly 'In-Laws', which had been on KFAC for two years.

## 'Cal. Melodies' Back

Los Angeles, Feb. 26. 'California Melodies', first regular program to emanate from the coast over the CBS network, returns to the chain from KHJ tomorrow (27) after being taken off several weeks ago. It will be a 15-minute in future instead of half hour as formerly. Features Ray Paige's orchestra.

## TOMMY RIGGS LANDS

Pittsburgh, Feb. 26. Tommy Riggs, formerly of WCAE's Riggs and Moke, one of most popular of local radio teams, has landed a 26-week commercial over KDKA with Fels Naphtha co. Riggs has been on his own with KDKA for some time now, splitting with Moke several months ago. Riggs' act is 'Uncle Bob and Betty', in which he does a take-off on six-year-old youngsters. Used the same thing during hey-day of Riggs and Moke. Since doing a single, he has been one of KDKA's regular sustaining artists.

## FRC Knell

Washington, Feb. 26. Long expected message of President Roosevelt recommending to Congress the creation of a Federal Communications Commission merging authority over wires, cables and radio came Monday (today). Establishment of this agency would dissolve the Federal Radio Commission as now set up. Several of the latter's members will likely receive appointment to the new communications board.

## Television as Concession in 1934 Chi Fair

Chicago, Feb. 26. Coup! of romoters here are working on a television angle for the World's Fair this summer. Television talk has slumped mightily in the past two years with Sanabria and Western Television quiet but television is now thinking of a big revival through exploitation along with Oriental Villages, midways and fan dancers.

Angle here is to have a huge foot television screen hung over the Floating Theatre for televised programs from a local station. Promoters have been contacting station managers to deliver free entertainment through their station for simultaneous broadcasting and televising. But stations so far have been chary, feeling that they themselves won't get anything out of the promotion.

All that the television boys are offering is additional publicity which isn't enough for the stations. Promoters are talking that they must get \$100,000 for their end out of the television idea and are selling that idea for that much coin to some commercial sponsor. So far there have been no takers.

Indicated that the result will be an indoor television demonstration for 26c admission, much after the manner of the Sanabria demonstration during the past two years in theatres, department stores and such.

## Wants to Wear Badge

Fort Wayne, Feb. 26. Gunnar Elliot, sports announcer over WOWO for past ten years, is coming out for Allen County sheriff in the spring primaries. Station will campaign for him.

## 72 U. Remedies Discs

Chicago, Feb. 26. United Remedies through Harry O'Neil last week commissioed Dick Voynow of the Columbia phonograph company here to turn out some 72 radio discs for two products, 'Perfume and Acidity'. Figure that at least 24 of the masters will have the Pickard Family, now on WJJD, and another 24 with the Barn Dance hill-billies now on WJAS in Pittsburgh. Talent for third 24 masters not set.

## WIBG, Philly, Offers Time Free For Cost of Union Musicians

Philadelphia. Reorganization, of WIBG, as an outlet for local labor unions, will be contested for breaking of radio code regulations. Present set-up is similar to WOCF in Chicago, but idea of new station manager, Tom Harkins, to give free time to any sponsor employing union musicians is meeting plenty of opposition. Harkins, former commercial head of WCAU (1934-29), knows the local ether situation from the inside, and plans to use alliance with union heads for enarling publicity. However, with signing on of Lane Bryant, Philly women's store as a free advertiser using union musicians at union scale for three 15-

# Providence Is Plenty Confused On Sponsorship of Headliners

Providence, Rhode Island, the fifth city to be canvassed by Variety's 'Do Fans Know Sponsors?' questionnaire reveals tendency to wrongly identify advertiser. Amos Andy escaped association with advertiser other than their own. Providence follows tabulations of Hartford, Minneapolis, Charlotte, N. C. and Birmingham in Variety's series. Boake Carter.

Casa Loma orchestra. Easy Aces are not listed in the count for the Rhode Island capitol. Full list submitted by Variety includes 35 well-known headliners or programs with the public asked to designate the sponsorship.

Providence, with pronounced French-Canadian racial strata and a large foreign-speaking colony, is rated a poor to so-so 'show town'. Majority of its film theatres play

two motion pictures at missions. A mill town with wages never very high and the I. Q. of the community not exceptional, Providence is served by three radio stations, WEAN (CBS), WJAR (NBC), and WPRO. They are the only stations in the two-by-four state.

Best showing to date of the Wayne King orchestra is in Providence. There is a certain amount of variance city-by-city as between the public's familiarity with advertisers. Providence was surprisingly product-minded on the Metropolitan opera compared to other cities, but reversed the percentages on several others. At the conclusion of Variety's present series the findings will be combined for a grand national tally. National at least this side of the Rockies. Because of time and programming differences, no attempt has been made to include the Pacific area. New week: Indi

## Program Sponsor Identification

PROVIDENCE, R. I.

Questionnaire tabulated from following: Housewives, 14; clerks, 25; librarian, 1; policemen, 2; artist, 1; janitor, 1; student, 1; chauffeur, 1; telephone girl, 1; salesmen, 5; oil dealer, 1; tailor, 1; firemen, 2; barbers, 2; executives, 4; designers, 2; stenographers, 6; secretaries, 2; engravers, 2; laborer, 1; carpenter, 1; naval officer, 1; night, 1; undertaker;

(91 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Maxwell	71	9	9
Ed Wynn	89	11	11
Eddie Cantor	78	12	12
Rudy Vallee	68	21	21
Wayne King Orchestra	63	35	35
Myrt and Marge	50	40	40
Amos 'n' Andy	44	44	44
Burns and Allen	37	52	52
'Rise of Goldbergs'	30	55	55
Jessica Dragonette	21	62	62
Metropolitan Opera	21	68	68
Jack Benny	20	69	69
Will Rogers	18	69	69
Harry Horlick	13	75	75
'March of Time'	13	69	69
Paul Whiteman	10	79	79
Bing Crosby	10	75	75
Phil Baker	6	84	84
Olsen & Johnson	4	86	86
Joe Penner	4	84	84
Clara, Lu and Em	4	76	76

## Al Shayne Bankrupt

Al Shayne, on The Sally's Fur-shop stanza, WMAQ, last week took the bankruptcy way out with a petition in the New York Federal court. Schedule gave his liabilities as \$5,963 and assets, none. Filing of the petition came on the eve of Shayne's opening at the Fox, Brooklyn. Shayne's other current connection is the King Terrace niterie. Judgments taken against him make up \$3,800 of the liabilities. Another \$1,000 is due for rent. Shayne's present residence is the Hotel St. Moritz.

## SPONSOR CONFUSION EXPLAINED BY FAN

Detroit, Feb. 18.

Editor VARIETY: Your questionnaire, 'Do fans know sponsors?' Perhaps the same situation exists in those cities canvassed as here. We have what I believe is termed in radio parlance spot announcements. They are so frequent and in some instances so interwoven in a sponsored program the result is confusing. For instance, the Lowell Thomas program carries two gasoline advertisements, first the local one and then immediately following we hear about the same product (gasoline) so how can we know who is really the sponsor? If I am listening, say to Baron Munchausen, and during what seems part of the program I hear some local product mentioned, how am I to know that they are not both paying the Baron? Maybe the listener isn't dumb or uninterested, just confused. Margaret Claypool.

## 'Paradise' Winds Up

Authors of the 'Dangerous Paradise' serial which Woodbury face powder is supporting on NBC have been advised to bring the yarn to a finish with the 72nd broadcast, slated for the second week in April. Commercial has decided not to extend the run of this show beyond this date but to come back to NBC in the fall with another script using the same principals, Nick Dawson and Elsie Hitt. 'Paradise' affair is now on its second 13-weeks.

# SAT. NIGHT IS MAIL ORGY

## Advertiser Gives WJAS, Pittsburgh, Lesson in Radio Showmanship

Pittsburgh, Feb. 26. That station man who can take lessons in showmanship from advertisers has been illustrated in the case of WJAS here, of which H. J. Brennen is general manager and Robert Thompson commercial manager. Harry O'Neill, of the United Remedies Company, Chicago, gave WJAS the lesson in radio showmanship.

United Remedies went on WJAS several months ago on behalf of Peruna, Acidine, and other burp cures. Against O'Neill's judgment WJAS supplied the programs according to the station's own ideas. Mail was wanted but was slow, amounting to only 15 and 20 letters a day.

O'Neill, disgruntled, told the station to forget about the deal. Bob Thompson, of WJAS, went to Chicago to try to save the business. He explained that after all, WJAS was a metropolitan station and therefore not a mail-puller, that WJAS listeners didn't waste their time writing letters.

**Hoke or Nothing**  
O'Neill gave Thompson alternatives, either to forget about the entire deal or to go down into the hills of West Virginia, and pick up a couple of hill-folk families. O'Neill insisted that they be the genuine thing without contact with the outside world. And then for Thompson to put them on the station.

WJAS sputtered and fussed, but with O'Neill it was a case of 'or else.' One week later WJAS wired O'Neill that it had located the hill-families that O'Neill wanted.

Mail the first day was something like 250 letters, the day following 800 and it built to over 500 letters daily. After three weeks the two hill families, billed as 'Barn Dance Frolic,' are getting vaude offers.

## MAN-IN-STREET STUNT GETS WJSV INTO JAM

Washington, Feb. 26. WJSV, local Columbia outlet, found itself in the middle of a bitter fight over Capital street car service as a result of a man-in-the-street broadcast to get opinions of the public on car and bus travel.

Stunt was pulled last Tuesday (20) on corner announced two days in advance. Bob Trout, announcer handling the broadcast, was swamped with willing talkers. Out of 11 who voiced sentiments, all were enthusiastic in praise of car companies.

Daily News, which has been leading the fight for improvement, cracked front next day with a story which intimated carmen had planned stooges on the spot, and opinions were biased.

On Wednesday gag was repeated. Same corner was used, but no announcement was made in advance. Trout explained over the air that repetition was put on to test accuracy of charges that first broadcast was fixed. Second time nobody volunteered to talk, and eight out of 11 bitterly denounced car lines, one was non-committal and two were mildly favorable.

Daily News gave repeat stunt three col. yarn breaking off page one, giving verbatim questions and answers.

## WOC's FRC Setback

Davenport, Ia., Feb. 26. Federal radio commission has revoked and suspended an order permitting the transfer of station KICK, Carter Lake, Ia., to this point and to broadcast under original WOC designation.

Four stations filed protests, or notice of intention to protect rights from interference. It is likely that a hearing on the protests will be held during March. In the meantime preparations for the station to go on the air have been practically completed.

## Lasting

Hollywood, Feb. 26. After listening to one installment of the serialization of 'Anthony Adverse' over KFWB, J. P. McEvoy remarked: 'That's the only air program I ever heard that will last.'

## SENATE PASSES DILL BILL; WAXER PROTESTS

Washington, Feb. 26. Senate last week approved the Dill amending Federal Radio Act and giving the Radio Commission power to approve or ban piping of programs across the nation's borders.

Aimed at Mexican high-powered transmitters established by persons denied U. S. licenses, bill was passed with only a few minutes' consideration and without debate except an explanation by its author. Senator Dill termed the measure 'rather imperative' and designed to 'put a stop to the defiance of the Commission so far as we can by law.'

Opposition to the measure was heard Thursday (22) by House members. William George W. Dan Junas, president of a New York concern manufacturing electrical transcriptions, pointed to the difficulty which would be experienced in controlling use of recorded programs.

## BLIZZARD TROUBLE

Storms Make Meeting Program Schedules a Problem

Nation-wide blizzards created considerable havoc during the last week among radio stations due to failures or close calls in meeting program schedules. In New York several early morning acts, including May Singhi Breen and Peter de Rose, who live in the suburbs, moved to New York hotels so as not to miss out.

Leo Hesgan and Dick Benvenuti, who live in New London, Conn., broadcast over WICC, Bridgeport, left home 12 hours ahead of their broadcast to insure arrival, due to the disrupted traffic service.

Snowbound performers in several instances in the east just couldn't get to the mike. Stations had to improvise as best they could.

NBC page boys and others who battled their way through blizzards to get to work found that discipline is discipline, even during emergencies. NBC rule that one minute late means one hour added at quitting time remains in force regardless of suburban train schedules.

## VINSONHALER JOINS BADGER REGIONAL

Max Vinsonhaler leaves to take up post with North American Broadcasting System in Milwaukee regional net, in charge of station relations. Until KOIL was purchased by Union Holding Co. Vinsonhaler was studio director for the station. Since has held position with Bozell & Jacobs, Inc., local advertising agency.

Vinsonhaler and his wife, Pauline Hopkins, were well-known as the writers and players of the Tony and Babe skits, and will take their protégés to the new position made through George Roessler, also formerly of KOIL.

Radio department at ad agency will be taken over by Harold Fair, who recently returned to KOIL after network and other radio work around Chicago.

## LETTER WRITING CONCENTRATED

**Overwhelming Bulk of Rural Radio Letters Written for Saturday Night Programs—Due to Farm Listeners Who Take Scribbling Seriously—City Folk Have Outgrown That Writing Urge.**

## COIN-ENCLOSED MAIL

Chicago. Radio mail is now concentrated almost wholly on Saturday nights. Estimated that 85%-90% of all Sunday letters from hinterland sources today are written on Saturday evening responses and the rest of the mail dribbles in the rest of the week.

All due to the increasing fact that letter-writing is now the favorite pastime of the farming element. City folk pretty well wrote themselves out as radio fans more than three years ago. For them the novelty is gone.

For years while the city homes had electricity and radios the farms had to be content with the phonograph. But now the farms listen in regularly on their leisure hours, which come in the main after six o'clock on Saturdays.

This has been the reason too for the vast spread of the Saturday night farm programs. Every key station in the farming country now has a Saturday night jamboree. Names don't make any difference as long as the entertainment is strictly hill-billy.

## Home Touch

Typical letters to these stations always bring out the fact that the family doesn't get a chance to tune in on the air any day but Saturday. During the week everybody gets to bed with the chickens because they've got to be up at sunrise. But on Saturday nights everybody sits up until 10 or 11 o'clock and the one thing they all can tune in for enjoyment is the barn dance programs.

And these people are the ones who are still expressing their appreciation of these shows by taking pen in hand and scribbling a note of thanks to the station or to the sponsor. And these people will go further and enclose coin for the sponsor's product, usually a simple household gadget or a stomach-soother.

Advertisers have already wised to the new setup and the great majority of sponsors seeking mail or enclosed-please-and response are moving their shows to Saturday night. This follows many futile attempts to get coin mail from metropolitan areas with metropolitan shows.

Stations, too, are putting announcements for mail-pulling ideas on Saturday nights only when the sponsors allow them the privilege of spotting announcements at their pleasure.

Seemingly to be the result of a perfect tie-in between the Saturday night listener and the Saturday night type of show. The only chances to get mail from city people are from the yokel type of listener and this type must be appealed to with hill-billy music. This has been proven time and time again during the past year by patent medicine outfits. These bottle-cure companies have all switched from high class music to strictly hill-billy stuff to attract coin-enclosed letters or inquiring mail from their potential customers.

## Spitalny's Girl Band

Phil Spitalny has an all-female orchestra which he's organized for radio work primarily. As the first girl band for commercial work, Spitalny is set for two weeks with it at the Capitol, N. Y., starting Friday (2).

## John Shepard Organizes Own News Bureau to Feed Yankee Network

## Down South

Charlotte, N. C., Feb. 26. Jake Long, a negro who hauled packages back and forth between the WBT studios, in the heart of the city, and the transmitter, several miles in the country, doesn't serve in that capacity now.

One of the packages going from the studios and offices to the plant last week was a new tube that had just come in from New York. It was wrapped in newspapers. The boy in the office cautioned Jake to handle the package with great care. On the way out his curiosity caused him to take a peek at the contents of the bundle.

He was sure that what he saw was a bomb and was terrified. Passing at the moment over a bridge he hurled the package into a mill pond.

Later Paul Rosekrans, chief engineer for the station, aided by a helper, recovered the tube by using farm rakes. And now Jake doesn't work there any more.

Boston, Feb. 26. As a result of the agreement made by the press associations and the radio networks concerning the broadcast of news, John Shepard, 3rd, president of the Yankee Network, is cancelling all news broadcasts over his stations effective Feb. 27.

On March 1 he will inaugurate his own news gathering service. He has appointed Richard D. Grant, former political reporter for the Boston Transcript, as editor of the new bureau. Grant has been heard over the stations for the past several months in political and news talks. Grant is now forming a city staff made up chiefly of former newspapermen and has set up his city room at the studio headquarters.

The same news schedule of four periods a day on both WNAC and WAAB will be followed under the new setup. A couple of these periods will be fed to member stations of the Yankee Network. Grant intends to have these stations act as correspondents and fill him in with New England news.

When cancelling his present tie-ups with the local newspapers, Shepard stressed the fact that he had no quarrel with the local sheets which have served so well in the past, but he thought that curtailing their schedules would not be giving listeners complete satisfaction, so, therefore the new news service.

Grant went to the State House trying to get desk space in the press room there but was turned down by the press executive committee. Then Shepard tried to buy the State House news service which was refused him.

## Others As Is

Station WEEI, the NBC unit in Boston, will continue as at present with slight modifications in formula. They are serviced by the Christian Science Monitor and the Springfield papers.

WEEI intends to go along just about as is. They broadcast news from the city room of the Boston Globe. They will continue to give local news in the co-operative news radius of thirty miles of Boston. On the 12:35 p. m. and 11:15 p. m. broadcasts the station intends to have the AP bulletins included.

## Los Angeles, Feb. 26.

Twenty-one stations are so far lined up in the co-operative news gathering organization, that had its beginning here when KNX stirred other western stations into revolt against the chain-news paper pact on air news dissemination. The organization will start operating around Mar. 1.

Understood that cities represented with stations in the bulletin service are Los Angeles, with KNX and KFI, the NBC outlet, Francisco, Portland, Seattle, Kane, Salt Lake City, Denver, Minneapolis, Chicago and the stations tied in with the New England Yankee network.

## Freeman Lang Status Makes WOR Cautious

WOR, Newark, faded out the musical portions of the Dr. J. W. Ross kennel rations program Jan. Wednesday (21) when the station learned from the Music Publishers Protective Association that the show's recorders, Freeman Lang, had not applied for the required license.

Station's copyright checker couldn't identify the compositions used and he decided not to take any chances on broadcasting them.

Walter Craig has been retained by the Boyle-Zinbrot Agency, New York, to take over production on the Borrah Minniewick show for Reid's ice cream over WOR, Newark.

## No Newspapers, Paris Gets Its News Via Radio

Paris, Feb. 17.

Radio, with news broadcasts, kept Paris tipped off to events during the general strike Monday (12) when newspapers, among other things, failed to appear. All stations except the Post Office (P.T.T.) and Radio Colonial worked.

Striking post office workers invaded P.T.T. studios early in the morning and stopped hourly news bulletins. Radio Colonial was forced to shut down in the afternoon when its employees folded arms.

Radio Paris, Radio L. L., Eiffel Tower, Poste Parisien and most provincial stations were on the air all day with half-hourly news bulletins. Radio dealers set up loud speakers in their doorways to give the news to street crowds.

## NEWS BROADCASTS IN ENGLISH FROM MADRID

Madrid, Feb. 17.

Lester Zi ren, United Press rep here, is doing a regular daily broadcast of Spanish news in the English language from Madrid over EAQ.

It's the first time an American newspaperman has broadcast European news in the English language as a regular feature on the Continent and is getting a heavy play from the American colonies all over Europe.

## Too Busy

Waterloo, Ia., Feb. 26. Harry Shaw, operating WMT, a member of the state NRA board and administration representative on the national code authority for radio broadcasters, has resigned as chairman of the Black Hawk county NRA compliance committee. Broadcast-and-radio-committee activities, necessitating his being in Washington, D. C., frequently compelled his withdrawal from the local NRA executive post.

Dodge Motors is framing a series of 100 one-minute dramatized bursts for spot broadcasting. Walter Craig is writing them.





## Inside Stuff—Radio

Paul M. Itus, who two years ago started out to organize a third chain, has wound up with a regional link spotted through Wisconsin. To this group he has applied the name he picked for the original venture, the North American Broadcasting System. Itus' loop also includes a station in Minneapolis, WHEM, and it is his intention to extend the affiliation to Iowa, northern Illinois and western Michigan. Other stations which are members among the NABS are WHAD, Milwaukee, WCLO, Janesville, WHBL, Sheboygan, WHEB, Green Bay, WKBB, La Crosse, WOMT, Manitowoc, WIBU, Poynette and WTAB, Sau Claire.

James F. Healy, newscaster for the Albany Times-Union, claims that a VARIETY story concerning himself and Chet Vedder, WGY announcer, was wrong in reporting that they were ordered to discontinue their mutual kidding over the air. As to Healy's philosophy and poetry being ordered out, he says reason for the change is that he has sold this angle to a commercial.

Mary Pickford, in a special radio vehicle written by Rupert Hughes, being offered to advertising agencies by Clark Getts. Price per broadcast is mentioned as \$7,500.

Part of the proposal as submitted to the agencies calls for a merchandizing tie-up in the form of a contest with prizes for the best essays as to the nature or type of story that the star should use when next doing a picture.

Eddie Rickenbacker turned WJSV Washington stunt broadcast into one to take rap at administration's air mail policy last Saturday, tation rigged up short-wave stuff in plane flying over city and put on 15-minute program.

Idea was to have Arthur Godfrey, announcer, do description of flight with Rickenbacker being introduced to give broadcast a big name. Rickenbacker talked long about air mail situation that Godfrey never got a chance.

Ill Irwin, the author, expressed himself as humiliated and discomfited as the result of guest appearance for Underwood typewriter a week ago. A public speaker of high rank, Irwin had just gotten over a cold a day or two before. His rehearsal was perfect but no sooner did he get before the mike than a series of laryngitis 'frogs' made it high going.

Sponsor took the loss. It was just one of those things.

As agencies have become wised up to the payoff for song plugs by music publishers to band leaders and in setting the salary for a unit under top rating, some of them are taking this item into consideration. Similar understanding prevails now as to the cut-in procedure and the agencies with clients who do close budgeting on talent are not averse to taking advantage of this custom also when paring the band cost.

One agency that started a dance combo off at \$750 found that the unit was doing better than this sum from publisher sources and on the renewal of contract clipped the salary to \$500. The band stayed. Another agency learned that a name aggregation it was paying \$1,750 a broadcast had drawn in one month over \$4,500 from cut-ins and straight pay-offs and it refused to renew at more than \$1,000 per program. In this instance the bandman elected to quit.

Eddie Cantor has made it convenient for Dave Rubinoff to extend is stay at the Roosevelt Grill, New York, until the middle of April. Cantor had agreed to prolong his current run on the Chase & Sanborn stanza until April 15 with the understanding he would do the last four shows from Hollywood, necessitating Rubinoff's accompanying him Coastward. But when Cantor heard that Rubinoff had received a renewal reposition from the hotel he called off the Coast plan.

Extension of Cantor's contract means that Jimmy Durante won't make his entry on the coffee packer's while until April 22. Rubinoff is due to settle down in Hollywood while Durante remains with the show.

Standard Brands has also rescinded its objections to NBC's picking Rubinoff up from the hotel nightly. Rubinoff goes on the network's sustaining schedule Wednesday (28) with the understanding he is not to do any violin soloing.

Traveling acts which stop off at WGY, Schenectady, N. Y., for broadcasts usually do so with the idea of plugging theatre engagements within a 150-mile radius. However, Hank Keene, leader of a hillbilly turn working on WGY daily, has a different objective.

Keene has a tent show and is requesting listeners to get in touch with local organizations which might wish to book.

During the snowstorm crisis in Connecticut WICC, ridgeport-New Haven outlet of Yankee web, did a good piece of work in advising listeners unable to get newspapers, of food and fuel conditions, school schedules, need of trucks and manpower to clear highways, etc. Station opened mikes to local newspapermen, who relayed wire bulletins.

WICC has been scheduling four local newflash periods daily, five-minute spots being filled by Bridgeport 'Times-Star' and 'Post and Telegram' with Yankee web not accepting new press-radio news service, station will join with rest of New England network in using the Yankee's independent news agency.

Warbler, who after 10 years in radio recently got his first commercial, has the CBS press department burning because of his refusal to accept further aid from this quarter. Network's p.a.'s tabbed him as going Hollywood when in one day he refused to supply them with pictures for publicity purposes and a request that he take part in one of those buildup stunt interviews.

First reason he gave was that he was too busy to engage in such foolery. Later he declared that now that he has arrived he can afford to fire his own press agent and let him take care of all personal balhoo.

Pond's spotlight advertisements in the New York dailies for Maude Adams' broadcast of 'Peter Pan' were unusual in quoting a daily review of the star. Quotes, so common in theatrical ads, are not used in radio attention-callers as a rule.

Pond's excerpted the New York Evening Post comment that Miss Adams 'gives radio a rare beauty and significance.'

Popular Mechanics, the magazine, turns its attention to the possibilities of radio broadcasting evading government regulation in the event such measures become unbearable.

Magazine pictures transmitter situated on a huge floating buoy moored at sea beyond the 12-mile limit and free to broadcast at will.

American Federation of Musicians, in a complaint to the NRA Administration, charges that KSTP, NBC affiliate in St. Paul, has violated the NRA Code provision relating to the prohibiting of stations, while broadcasting by remote control over a network, from inferring that such broadcast is being paid for locally.

John McCormack sails for South Africa March 18, four days after doing his last broadcast on NBC for Vince mouthwash. John Charles

## Radio Reports

(Continued from page 40)

a barn dance, a hilly billy or doggerel songs, Gussie's poetry.

This show contains the simple music of the Commodore quartet and the poetry-with-a-lesson from the tongue of Gene Arnold. Four such poems does Arnold read in 30 minutes and each poem teaches a bigger and brighter lesson.

For those who are perhaps 40 years old and more, for those who are not sophisticated, for simple folk who want easily understood and familiar tunes, and simple rhymes that pass for poetry, this is the show. These are the people who will be pleased by the simple hymn that finishes the show. These are the people who will find this show quite a restful entertainment. These are the people who are the most likely customers for Crazy Water Crystals. It is not fair to compare this show with the better programs on the radio for the majority of the people who will buy this product will refer this show.

Gold.

### THE CUB REPORTER Serial Sketch Sustaining 15 Mins.

WGY, Schenectady  
Sketch, presented by the WGY Matinee Players, is heard one afternoon a week. It is a virtual character affair, dealing with episodes in the lives of a newly married couple, Jerry Jackson, cub reporter, and Doris, his wife. Most of the action is concerned with their struggles, humorous and semi-tragic, to get by on Jerry's weekly salary of \$40, or to supplement it with income from other sources.

Sketch is mildly entertaining. Probably has a special appeal to women, inasmuch as it deals with budgeting and other things faced by the average housewife. Script is rather smooth and the acting is competent. Stanley Buell plays Jerry and Patricia Sheldon his better half. At 11:15 a. m. Miss Sheldon speaks too rapidly.

It would be better to newspaper-bill the sketch as 'The Cub Reporter' 'The New Weds'. The name 'WGY Matinee Players' suggests something more pretentious than a two-people sketch. In fact, it serves to recall the days when WGY's acting troupes, ranked as leaders in the field of radio drama.

Jaco.

### JAN SAVITT Violinet Sustaining 15 Mins.

Philadelphia  
A novel idea in violin-isms, the smart melodic tune of the day, coupled with the beauty of the semi-classic, serve to introduce a new series by Jan Savitt, violin virtuoso of the Philadelphia orchestra. Using ultra sophisticated copy, the show is evidently meant for a class audience, but should catch a complete round of the dial for the selections of tunes reach from the outlandish technique of 'Doin' Things' to the clear strains of Kreisler's 'Schon Rosamunde'.

Savitt, well-known as a Philly maestro, in addition to his work with the Stokowski unit, clicks nicely with his own programs of seldom heard tunes, treating them with a freshness of style rarely found on the air. The idea of fifteen minutes of violin playing in the modern genre, is unusual. There is no announcement as to the names of songs, merely program notes in a jagged, Ben Hecht style, which allows for a unique smoothness.

Show is spotted well, airing after Boake Carter's local news program which holds a tremendous Philly following. Thurs. at 11:15 a. m. Few more weeks on the ether will stamp it as the most appealing single on the station, and a great commercial bet.

### ARTHUR WARREN ORCHESTRA Restaurant LaRue Dance Music 15 Mins.

Sustaining WNEW, Newark  
Restaurant LaRue is a rather nice eating establishment on the gold standard side of Fifth avenue, New York. It is, however, not known to the general public. Nor is the orchestra.

Okay dancipation is dispensed by the Warrenites. There is some incidental vocalizing, also okay. Around the dinner hour it offers an agreeable interlude. Where WNEW is tuned in this period will probably keep it that way.

Land.

Thomas steps into the season March 21 for a four week run. Program will then fold for the season.

Same account, Charles R. Warner, withdraws the Warden Lawes '20,000 Years in Sing Sing' serial (Ston's Liniment) from NBC March 14 with the intention of bringing it back in the fall.

Half-hour now occupied by Vince will be retained by the Warner Co. for a 13-week balhoo of the latter's deodorant brand, Non-Spi. Program hasn't been picked. Cecil, Warwick & Cecil is the agency on the account.

KMTR, Hollywood, has inaugurated a policy of engaging staff organists on two weeks' engagements. Oliver Wallace has started and two weeks later Price Duncavoy goes on. Idea is to utilize a dozen or so local organists and rotate them on the fortnightly plan.

## Bergh Predicts Advertising Agency Trek to Cheaper, Saner Hollywood

### PARIS TALENT COMPLAINS

Share Too Small—Music Publishers Get Edge

Paris, Feb. 26.  
Musicians and other radio performers, in national conference at Salle Pleyel Monday (12) registered a kick against music publishers, whom they accused of getting lions share of pay for broadcasting. Performers and even authors should get bigger cut, conference resolved. Meeting also pronounced for greater development of out-of-town broadcasting stations, which now are too dependent on Paris, conference said. Government subsidy out of radio taxes asked for provincial stations to enable them to build up orchestras and other performing units of their own.

### WCBM, BALTO, SEEKS WOMEN ANNOUNCERS

Baltimore, Feb. 26.  
WCBM is conducting a series of auditions over the air, with the public to act as the jury. Purpose is to weed out from a group of would-be female announcers two or three candidates to go on the station staff permanently.

WCBM's theory is that programs of essentially feminine appeal will be presented, best with feminine talent.

Chicago, Feb. 26.  
Attempt will be made by WGN, Chicago Tribune station, to use women announcers through the early morning periods.

### WROL, KNOXVILLE, IN WLW, WHAS, TIE-UP

Knoxville, Feb. 26.  
Station WROL, owned and operated by Stuart Adcock, has made a tie-up with WHAS in Louisville, and WLW, in Cincinnati.

Choice programs from the two stations are picked up by both wave and rebroadcast over WROL. Couple of commercial programs have been set from companies operating in both Knoxville and Cincinnati and Louisville.

### Geo. Moskovics Sticks to Biz End at KFAC-KFVD

Los Angeles, Feb. 26.  
George Moskovics, general manager of KFAC-KFVD, the Auburn-Cord stations here, has divorced himself from production activities at the stations to devote his time exclusively to the commercial end. Calvin Smith, chief technician, gets the production operation of the stations added to his current duties. Chauncey Haines, former musical director at KMPC, Beverly Hills, goes to KFAC-KFVD in the music spot, replacing Roy Bailey.

### EUROPEAN MUDDLE UP

Wavelength Jam Starts Another Radio Conference

The Hague, Feb. 19.  
International Broadcasting Union has called a meeting for February 26 at Geneva, Switzerland, in order to discuss a way to get out of the wave-length tangle. Meeting probably to last until March 2. At last confab in Luzern no compromise was possible and Holland refused to get off its 1875-metre wave and Luxembourg was also unwilling to let its wavelength go, is chaos in the air, which as is now hoped, will be avoided in future.

Arthur Bergh, head of Lennen & Mitchell's radio department, predicts that by the beginning of next season, agency doing an appreciable amount of network broadcasting will have a branch office with an ace production man charge planted on the west.

Bergh returned last week from a weeks' stay in Los Angeles, where he had gone primarily to set Old Gold's new show with Ted Fiorito and Dick Powell started. Two factors, says Bergh, that have worked against originating from Los Angeles have been pretty much overcome. Picture names are no longer a profitable frame of mind when rating their air value and they no longer quote anywhere from \$7,500 to \$10,000 per program when approached about a mike assignment. Screen personalities, says Bergh, have become convinced that that sort of thing is not in the radio cards and that broadcasting, like every other medium of entertainment, has reached its salary limits.

Hollywood, opines Bergh, is filled with a variety of talent that can do a lot to better up station ratings and now that the networks have reduced the line charges from the coast by two-thirds the advertiser with the few hundred thus saved is in a position to improve his talent setup all around. Letup on the opposition from picture studios is another factor. Picture studios on the air commercially, says Bergh, has been slight.

Among the agencies other than Lennen & Mitchell with producers in Hollywood are J. Walter Thompson and Young & Rubicam.

Jack Nelson, left Saturday (24) for Los Angeles to take charge of the Lennen & Mitchell shows originating from the west coast. To accept this assignment Nelson quit his producer connection with the Joseph Katz agency.

Prior to joining the Katz firm, Nelson was with Lord & Thomas. Programs he'll supervise from the west coast are Woodbury soap with Bing Crosby and Gus Arnheim, and Old Gold with Ted Fiorito and Dick Powell.

## B. FAIRFAX MAY ADVISE ABOUT ALL BUT LOVE

Controversy between NBC and General Foods over the right of radio to advise listeners as to how they should conduct their private lives has been patched up and the Beatrice Fairfax series which G.F. has picked for LaFrance washing powder will make its debut, as previously scheduled, March 10. Commercial, however, has been impressed with the neatness of advice by 'Beatrice' and has been to sex matters in the Fairfax scripts.

Argument came up after the network had verbally okayed the contract for time. NBC became leery of the program intended for LaFrance when it heard a script of the title, 'Beatrice Fairfax's Advice on Marriage.' It asked to see some sample continuities on the show, and on looking them over, decreed that the contracts were contrary to NBC policy. Young & Rubicam, the agency on the show, wanted to know how come, and the NBC high-ups pointed out that it was the opinion of the network that radio could not delegate to itself any authority for advising the public about their personal problems or for telling them how to conduct their private lives.

Agency rejoined that if such was the policy NBC could only recently have adopted it. After the advertiser's rep had cited several such programs that NBC had broadcast in recent months, the network's execs relented, but warned that extra precaution was to be taken in keeping out the sex angle from scripts dealing with marriage problems.

### Peggy Fears Eyes Radio

Peggy Fears is now offering her services as a woman radio star. She has declared itself as amenable to taking her on for a buildup, but without making any coin guarantees.

Producer-at-large manager, Henri Dazand, has also submitted her to NBC.



## Air Line News

By Nellie Revell

Inability to accommodate the number of tourists wanting to tour the NBC studios has caused the network, several times within the past month, to turn away business. Only a certain number can go through the studios within an hour, since otherwise the crowds are too large to handle and elevators, studios and halls get jammed up. NBC's answer to the claim it is taking away business from other ends of show business is that the tour, lasting but an hour, leads to people spending money at Broadway pictures and eating places after the radio trip.

### McCormack to Africa

John McCormack leaves for Africa in three weeks and John Charles Thomas takes over the Vince program, which has five weeks to go after Mr. McCormack's departure.

### Colonnades Squawks

Although the Colonnades of the Essex House receives plenty of publicity on the air and newspapers on the origination of the Camel broadcasts from that place, the management objects to the invited visitors who witness the broadcasts. Says their regular clientele objects to other free admissions.

### Palmolive Stock Company

Palmolive program starting on NBC March 26 is the first time a radio stock company has been tried, with a different twist in that while new plays will be done each week, sustaining interest in the actors taking the leads will be established to carry the audience interest from week to week. Bill Bacher is writing the adaptations and shows to be included are "Elizbeth", "in Hood", "Birth of a Nation" and "Four Horsemen of the Apocalypse". Several original plays may be introduced also.

### Pathe's Sound Track

Jr., is the first commercial in the east to buy the Pathe Newsreel radio sound-track for the air. Sound-track is made the same time the newsreel is shot and will be edited, with a commentator added, for Absorbine. Radio reel, handled by Jesse Butcher and Nick Dawson, will be spotted on eight eastern stations. It's not allowed on the networks since regarded as a transcription.

### Daws-Butterworth Combo

George Daws, of the World-Telegram, and Wallace Butterworth, announcer, will present a series of sponsored programs three times weekly over the Columbia shortly. Idea will be based on Did You Know That?, a sustaining weekly giving information about radio artists and answers to fan questions, written by Fred Wile, Jr., of the CBS press department. VANIER has a department under the same title.

### Short Shots

International Silk Guild is planning a radio campaign to foster the sale of genuine silk instead of rayon. Their show, at present lineup, includes Xavier Cugat with his orchestra, with Ray Heatherton singing. Since Duke Ellington was called for a second picture, while on the coast, it means an original eight week visit will be stretched to 15. Billy Hilltop and Lenny Hayton have rented a Manhattan penthouse together. Arlene Jackson will begin her third concurrent commercial over NBC next Tuesday. Immediately after Donald Novis appeared as a guest star for Ipana, he started his own commercial for Colgate. Goodman Ace sang for the first time on the air the other day. Victor Young landed the Chevrolet program, while Jack Benny gets the General Tire account. Jack Arthur and the Crusaders quartet of WOR were invited to do their stuff at a stag party at the White House Saturday night. Jack had laryngitis and couldn't go, but the quartet went. Sylvia Alkan's Young Artists' Trio returns to local NBC outlets this week. Her brother Julian, 15, is making recordings for Lancaster Seed Co. Fred Lightner and Sadie Burke auditioned by CBS last week. Adams Hats has taken over Five Star Final on WMCA. A good material writer, who hasn't been found, is keeping Robert Woolsey and Bert Wheeler from doing a three time a week spot over a chain from the coast. Sponsor is ready and willing. Alexander Grey will give two concerts in April, one with the University Glee Club at the Waldorf Astoria, another at Pennsylvania State College, his alma mater. The Four Birds, on WENR in a program of vocal harmony, have appeared in vaudeville as the Silvertones.

### Just Talk

Nino Martini may leave the Seven Star Revue. Sponsor is to decide about renewal before March 1. NBC has a new sustaining act, the Siberian Singers, starting March 4. Andrea Marsh, former soloist with Ted Weems recently was heard over NBC from Chicago, may be signed by the CBS artists bureau for a buildup. Jack Berger's band members celebrated eight years of association last week. Jane Froman, Don Ross, the Showboat quartet, and Chas and Arden's orchestra are making recordings, directed by Walter Craig, for Rexall. Shows use three announcers, Basil Ruysdale, Fred Utell and Millie June. Two new musical revues start this week at WOR. One will star the De Marco Sisters and Marie Gerard on Fridays. Other will be classical with the cast to be selected. Vincent Lopez's sponsors held auditions last week for group singers and a girl vocalist. Among those tried out were the Rondelliers, Scamps, Sizzlers and Rhythm Boys. Girls were Helen Ward, Frances Langford and Carollee Rich.

### Gossip

Loretta Lee, soloist with George Hall, has returned to the Taft after a month's vacation in her native New Orleans. Lee Leonard, giving an NBC audition Tuesday, was called the following morning for a commercial audition. WOR taking considerably more floor space this week. Ill Tobacco is giving Leth Stevens and his band his second public audition on its CBS program March 3. George Givot is playing vaudeville in Detroit for RKO. Fox Fur Trappers leave NBC after this week's show. Hobart Bosworth, picture actor, looking for a radio spot. Clarence Nordstrom, from pictures, Lionel Stander, from legit, Joseph Watson, from vaude, and the Radio Babes from a little of each auditioned by J. Walter Thompson. Leah Ray is coast bound soon for film work. Freddie De Vaux and his orchestra of WHN claim to be the youngest band on radio. They average nineteen years. When Adele Johnson, the Wilma Deering of the Buck Rogers programs, was in a radio accident and suffered temporary loss of memory, as part of the program, kids wrote in all kinds of letters, suggesting medicines, how she was getting along and when she would be well.

### Land By

Jack Pearl has been given a coast to coast network by Royal Gelatine, a jump of 19 stations. Rube Bloom, the composer, visited the CBS studios recently to hear Freddie Rich plan an all-Bloom program. It took Phil Spitalny three months to locate and assemble 32 feminine musicians for his new radio idea. The unit opens at the Capitol this Friday. Guy Lombardo and his band are slated to go in the Waldorf roof this spring and summer. They will continue on the White Owl commercial indefinitely. NBC has dolled up its guides with a little more silver braid to differentiate between guides and pages. Babbo theme song, "Glow little bath tub, glimmer, glimmer," produced a general laugh in and around radio.

## Chicago Neighborhood Survey

(Continued from page 37)

	Favorite Program	Hour of Interview	Favorite Station	Number in Family
C. Sittler 8142 Champlain	Philco	Eddie Cantor	Children Hour	3 WGN 5
R. A. Neitzke 6343 S. Ada	Philco	Joe Penner Fr. Coughlin	Eddie Cantor	3 WCFL KYW 3
N. Radford 6827 S. Ada	Spartan	Father Coughlin	Kindergarten Bruce Hour Camon	WGAN WENR 3
Geo. A. Brady 811 N. 8th Ave., Maywood	Victor	Carlos Molina	Bing Crosby	KYW 6
E. D. Coleman 918 N. 2d Ave., Maywood	Clarion	Amos & Andy	Boake Carter	4 WMAQ 3
Evan S. Essery 241 S. 17th Ave., Maywood	Philco	Eddie Cantor	Jack Pearl	3 WLS WMAQ 5
Louis Greco 1442 S. 29th Ave.	Warner	Symphony Concerts	Operas	5 WGN 8
Roy Krumer 1419 S. 13th Ave., Maywood	Crossley	The Goldbergs	Good Music	4 WENR 5
Harry M. Minter 410 S. 19th Ave.	Majestic	Bing Crosby	The Goldbergs	2 WMAQ 2
O. Combs 8126 Champlain Ave.	Radiola 64	Variety Program	Rudy Vallee	2 WMAQ 3
L. N. Larson 8138 Champlain	Philco	Moody Institute	Men's Quartet	7 WMBI 6
Herman Guebert 834 Forest Ave.	Atwater Kent	Ben Bernie	Myrt & Marge	WMAQ 6
F. P. Halpla 1180 S. Lyman Ave.	Atwater Kent	Carlos Molina	Amos & Andy	5 KYW 2
E. H. Mary 1130 Wash. Blvd.	Majestic	Irma Glen	Betty & Bob	6 WLS 4
Geo. L. Talley 12 Pleasant Ave.	Stewart Warner	The Goldbergs	Rudy Vallee	4 WENR 5
A. W. Marten 936 N. Taylor Ave.	Heritage	The Goldbergs	Irma Glen	3 WMAQ 2
Math S. Krump 442 Hannah Ave.	Stewart Warner	Carlos Molina Orch.	Eddie Cantor	5 KYN 3
Robert Roos, Jr. 945 N. Lombard Ave.	Atwater Kent	What's the News?	Alice Joy	2 WENR 2
E. H. Thomas 421 N. Humphrey Ave.	Majestic	Clara, Lu & Em	Myrt & Marge	5 WBBM 5
F. J. Swatcek 333 S. Taylor	No Name	Amos & Andy	Home Service Program	3 WENR 6
Miss Lannihan 6341 S. Green	Majestic	Myrt & Marge	The Goldbergs	4 WMA 1
Mrs. Miller 6341 S. Green	Philco	Irish Music	Father Coughlin	4 KYW 3
Mrs. Wolf 6351 S. Green	Majestic	Wayne King	First Nighter	6 WBBM 6
Mrs. H. Simpson 6419 S. Green	RCA 66	Betty & Bob	Seth Parker	6 WMA 7
DeNole Gamahl 6352 Green	Bremertilly	Paul McClure	Pinto Pete	4 KYW 6
Mrs. Connelly 6205 S. Green	Clarion	News Current Topics	Symphony Orchestra	4 WMAQ 2
Anton Laux 6153 Green	Majestic	Old Settlers	The Court Dr. Springer	3 KYW 2
Miss Mildred Koblhof 6821 Maryland	Philco	Ben Bernie	Show Boat	4 WGN 3
Miss Baird 6812 Maryland	Gray Bar	Captain Dolby	Seth Parker	4 WGN WENR 3
Mr. Scounders 6816 Maryland	Philco	Irish Hour	Barn Dances	6 WLS WCFL 3
B. Culhane 6826 Maryland	RCA	News 1st Nights	The Goldbergs	2 WGN WENR 2
P. J. Braasch 8101 St. Lawrence	Radiola	The Goldbergs	Rudy Vallee	6 WMAQ
F. Grosbey 8116 Champlain	Clarion	Book Review	Men's Quartet	4 WENR WMBI 4
Peterson 8123 Champlain	No Name	The Goldbergs	Damrosch Symphony	4 WMAQ 2
Combs 8124 Champlain	Radiola 64	Variety Drama	Rudy Vallee	WMAQ 3
L. N. Larson 8138 Champlain	Philco	Moody Institute	Men's Quartet	7 WMBI
K. Williams 8206 Champlain	Howard	E. C. Hill	Fr. Coughlin Boake Carter	2 WBBM 2
G. E. Weathered 8210 Champlain	Reliance	The Goldbergs	Singing Lady	6 WMAQ 4
Chas. Bogda 8211 Champlain	RCA Victor	Kobar Fr. Coughlin	Irene Wicker	4 WGN 3
Fred Messerschmidt 8201 Champlain	Philco	Stoopnagel & Budd	Globe Trotter	KYW
J. Brann 6859 Calumet	Philco	Barn Dance	Eddie Cantor	5 WLS WMAQ 6
E. F. Kelly 6857 Calumet	Majestic	Father Coughlin	Roses & Drums	3 WENR WMAQ 4
L. Larson 6847 Calumet	Majestic	Eddie Cantor	U. S. Marine Band	6 WMAQ WGN 5
Dr. Warshaw 402 E. 69th St.	Philco	Ben Bernie	The Baron Jack Pearl	3 WMAQ 4
E. Larson 8909 S. Park	Silvertone	Easy Aces of Airs	Children's Kindergarten	2 WLS 3
J. Moskier 6911 S. Park	Stewart Warner	Eddie Cantor	Jack Benny	3 WGN WMAQ 6
C. Gorman 2617 Eastwood	Spartan	Children's Amos & Andy	Opera Music	3 WMAQ 7
J. J. Stromberg 2623 Eastwood	Radiola	Clara, Lu & Em	Moody Institute	3 WLS WMBI 2
R. Dieck 2631 Eastwood	Crosley	Easy Aces of the Air	Opera Music	2 WMAQ
C. Stillwell 2647 Eastwood	Temple	Moonday Voice of Experience	Eddie Cantor	2 WBBM WGN 2
Ed Elliott 2655 Eastwood	Superheterodyne	Myrt & Marge	Children's Hr. Skippy	2 WMAQ 5
Wm. M. Marshall 4622 Virginia	RCA	Symphony Concerts	Operas	4 WGN 3
E. Langschmidt 4636 Virginia	Spartan	Dream Ship	The Goldbergs	4 WMAQ 2
J. Regan 4644 Virginia	Radiola	Myrt & Marge	Betty & Bob	1 1/2 WENR WMAQ 6
Jens Juergensen 2679 Eastwood	Majestic	German Program	Good Music	2 WMAQ WGN 1



# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNTS: JUNIOR RADIO CHORUS (STATION WCBM, BALTO.)

Baltimore. Preparatory to launching a new radio program (sustaining) WCBM has worked out an arrangement with a local afternoon newspaper which gives the station two important aids. First, the program gets off in a cloud of publicity. Second, the problem of obtaining the talent is simplified. In both instances it is felt the possibility of attracting sponsorship is vastly enhanced. Newspaper prints application blanks daily and a column of explanatory instructions. There will be 70 boys and girls under 17 selected to form the Junior Radio Chorus and present Sunday afternoon singing programs.

## King of Instrumentalists— EDDIE PEABODY Prince of Entertain

BROADCASTING  
EVERY SUNDAY  
11 P.M. WJZ  
COAST-TO-COAST

## Featured Nightly HOLLYWOOD RESTAURANT NEW YORK Courtesy of RUDY VALLEE

## ORIGINAL CALIFORNIA COLLEGIANS

Late Features of  
"Fifty Million Frenchmen"  
"Three's a Crowd"  
NOW  
"ROBERTA"  
NEW AMSTERDAM  
NEW YORK

## THE SIZZ- LERS

Starring for NBC  
Warner Bros.  
Victor Records  
Theatres Everywhere  
For Further Information:  
HAROLD KEMP, 180 Avenue  
Radio City, New York City  
Personal Direction: CHARLES A. BAYNA

LITTLE JACKIE  
HELLER  
Mon., Tues., Fri., 4:15 P. M.  
Wed., 4 to 4:30 P. M., CBS  
Sat. 4:30 P. M., NBC  
Management NBC, Chicago  
Rep. Rep.: HERMAN BERNIE  
New York City

## CHARLES CARLILE CAPITOL

NEW YORK  
(Week Feb. 23)

### Light Business

New York. Not half so funny to radio listeners as apparently to the invited audience is the Olsen and Johnson program of late. While the audiences sound as if paroxysms of merriment are induced by the nutty costumes and on-the-spot antics of the pair, little of this comes across the kilocytes.

Two of the most canny laugh-fetters of the variety and musical comedy stage, the pair may be paying too high a price in radio public popularity for the privilege of making Swift dancers and patrons laugh in theatres or halls. Maybe Swift wants it that way, but a comedy combination that has been bringing the house down for years is not more memorable than the recent average of Olsen and Johnson.

Of course a large measure of their success in the past rests upon visibility. They have been not so much gag-tellers as gag-illustrators. What the theatre calls 'light business' is palpably not transmittable into radio-electric pulsations. It would appear that the auspices of the program should recapitulate their problem clearly, in the clarity of mind and possibly revise some of the comedy so that listeners will get a clearer mental picture of the business. If it is public is not sharing in a good deal that amuses the invited audience.

### Talent Scarcity

Birmingham. Conscious of the dearth of talent in this section of the country, Station WERC is trying to discover if there isn't some unsuspected material awaiting exploitation. Accordingly Bill Young is holding auditions every day with the patience of Job and the hopefulness of an old maid.

For hours on end Young listens to amateurs, hillbillies, and mama's pets. Most of them seem to favor "Coming Round the Mountain" as a sample of their wares. Auditions some days have lasted two and three hours so numerous are applicants.

But if only three or four possibilities are discovered after all the trouble the station figures itself that much better equipped to attract commercials.

### New York.

Cities Service doesn't take one step at a time. It takes two. Accordingly the commercial copy on Friday (23) instead of describing one brand new gasoline, which might ordinarily be considered sufficient tax upon the hot polio's memory, describes two. Just out engine-feeders. One is super and the other is hyper-super. Both are warranted fit accomplices in breaking speed records.

A pretty good rule of all showmanship and merchandizing might be supposed to be simplicity. Yet more than a few radio programs habitually load their commercial copy with enough material for a brochure. Another gasoline, Esso, recently came close to setting an all-time record in the matter of involved, complicated, and Chinese puzzle-like contents.

Cities Service's twin announcements on their two gasolines, one fine and the other splendid, are verbal 24-sheets of magnificent statistics. Assurance is given that before bringing out these two astounding combustibles Cities Service interviewed 500,000 motorists, probably at the corner of 42d street and Broadway on alternate Tuesdays made 250,000 tests on running motors, while waiting for traffic lights to change, and held 4,000 reasonably literal approximation of the actual sales spiel and a fair rendering of the reactions possible.

Program, of course, remains one of the best on the air with Jessica Dragonette, Frank Parker, and that fifty quartet providing much to edify and delight.

### ie-Up

Portland. Books and pencils will be placed aside by Portland public school children every Wednesday morning while radio waves carry dramatization of important news events from KEX, directly into the classrooms.

Arrangements for this official use of radio by the public schools were completed with Superintendent C. A. Rice and orders issued to principals of all schools to allot 15 minutes to each broadcast.

Current events of national and international importance will be dramatized. Happenings that may have seemed dull and stale on the pages of textbooks will spring to life through each loud speaker.

Adoption of radio as an effective method of instruction is a part of the progressive policy of the Portland public school administration. Besides news dramatization, the production department of KEX has planned interviews with nationally and internationally famous personages when they visit Portland. An advisory council of ten school principals has been appointed and will collaborate with the KEX production department in planning the program. Statistics stand to gain local prestige for its troupe.

### Mayor's Odd Fan Mail

Charlotte, N. C. Mayor Arthur H. Weston, who spends a half hour each week making a report to residents of the city over WBT, has developed quite a mail from fellow mayors everywhere who want to know with what success such a program meets. Mayor tells the people what the municipal administration is doing, trying to do, and why. He has found, he is telling other mayors who inquire, that the broadcast strengthens the relationship between the people and the city hall, promotes understanding, and aids the city government in quickly 'selling' any program to the tax payers.

### Orphan's Cry

Washington. WISV scored nice scoop Saturday (17) by rounding up principals in abandoned baby cases and putting works on the air to discourage further such ideas in mother's heads. Kid was left in rest-room of Met, local movie house. Announcer interviewed theatre matron, policeman, and from Public Welfare Board and physician at city hospital.

Big kick was having kid cry over the air. No response from mother yet, but one listener called up right after program to adopt waif.

### Stunting 'Buck Rogers'

New York. Latest exploitation twist of the kid series is backed by Cocomo. CBS is the formation of Buck Rogers and Wilma Deering (heroine in the script) Clubs. To become eligible to membership all the kids have to do is drink the product.

Program to date has dealt in two giveaways, each intended to be of educational import. First was a planetary map that the juvenile listeners could follow the serial's adventures. Other consisted of an illustrated book retelling the story of the central character's life. Kids who applied for first offer were also sent broadsides urging them to report on weight charts enclosed the results of a month's trial of Cocomo.

### lrbday Staff

Pittsburgh. WWSW carries a daily service to listeners sponsored by a baking company. Program is called 'Lucky Birthdays.' At noon, the 'birthday song' is played by the Birthday Man paying tribute to famous men and women born on that day and then extending happy returns to those who send in their birthdays.

Baking company sends a cake to every one thus greeted.

### Sun il's Tie-Up

New York. Sun Oil and Western Union tied in on telegram congratulation stunt for Lowell Thomas' broadcast of last Friday (22). Thomas originated his program that night from WU's home office building in New York and in return the telegraph company arranged to have the listeners wire in without charge their appreciation of the Sunoco affair.

Western Union had these messages ready-written with 15 samples listed for the fan to choose from. All the listener had to do was call WU and designate the prepared message number. Signed on this list was the message reading, 'Joy Sunoco news broadcast whet my appetite and I enjoy my newspaper all the more.'

### Skeleton Orchestra

Charlotte, N. C. Sterchi Furniture Company cut expenses on its program over WBT, and by so doing discovered something new in the way of a program—and something that has been a hit with listeners.

Dance orchestra for the period was stripped down to the rhythm section. This, with a singer, constituted the show. Abbreviated band has brought in a good mail. Jack Farr has been doing the singing.

### MI lature Spaghetti

Philadelphia. On April 9, at 10:15 a. m., the team of Bill and Ginger—CBS act, sponsored by the spaghetti firm—will add one male youngster to the program. The baby will be named 'Noodles' in honor of the sponsor. Show originates from WCAU in (Continued on page 46)

# New Business

### WATERLOO, IA.

National Bank, five-minute program, three times per week evening, for year, placed locally. WMT. Copper Hatchery, 35 five-minute periods on co-operative, placed direct. WMT. Underwood Candy Co., announcements, placed direct. WMT. Palace Clothiers, three five-minute programs, placed locally. WMT. Dr. O'Shea, three one-minute co-operative program, placed direct. Kellogg Sales Co., announcements, placed direct. WMT. Big Shoe Store, three months, announcements on co-operative, placed locally. WMT. Spross Furniture, announcements, placed locally. WMT. Cedar Tire Co., announcements on co-operative program, placed locally. WMT. Chamber of Commerce of Dubuque, announcements, placed direct. WMT. Oliver Farm Equipment, announcements, placed direct. WMT. Grace Beauty Salon, 13 announcements. WSO. Ideleville Cafe, 13 announcements. WSO. For Tanager, announcements. WSO. Moose, Inc., two 15-minute programs. WBOC. Heat Seal Company, distributor Plymouth, DeSoto, Auburn and Cord cars, announcements. WSO. Clark Brothers Cheesing Gum Co., Pittsburgh, series of 30 15-minute transcriptions, Tuesdays and Thursdays, 7:30 p.m., from Feb. 13, through May 24, 1934, placed by Radio Sales, Inc., New York City. WBT. Glendale Shop, Charlotte, N. C., series of 100-word announcements on Fridays, beginning Feb. 16, 1934, placed locally. WBT. Lucille Shop, Charlotte, N. C., series of 13 15-minute programs Thursdays at 4:45 p.m., beginning Feb. 22, ending May 17, 1934, placed locally. WBT. Queen City Employment Agency, 52 one-minute announcements, Mondays, Wednesdays and Fridays, day time from March 2 through June 29, 1934, placed locally. WBT. Shao Distributing Co., Charlotte, N. C., series of live talent 15-minute evening programs, beginning Wednesday, Feb. 21, 1934 at 7:30 p.m., placed locally. WBT. Southern Radio Corporation, Charlotte, N. C., 11 two-minute announcements daily except Sunday, beginning Feb. 16, 1934, placed locally. WBT.

### DENVER

Crazy Water Crystals, 50 15-minute programs, two weekly. KOA. Hemphill Delsel Engineering School, 10 15-minute programs. KOA. Deep Rock Water and Bottling Co., 10 one minute spot announcements. KOA. Jockelp, 25 five-minute electrical transcriptions. KOA. Piggy-Wiggy, 13 15-minute programs, one a week. KOA.

### PORTLAND, ORE.

Walker Remedy Company, Waterloo, Iowa, 15 minutes, 15 weeks. Barnett, Inc., 26 one-minute announcements. KEX. Associated Commercial Company, 15-minute program service, three months' duration. KGW. Jack-in-the-Box, announcement service. KEX. Hill Brothers, through N. B. Ayer Agency, 26 one-minute transcriptions, daily, except Saturday. KGW.

### NEWARK, N. J.

A. & P. Stores (Seminole Tissue), 39 weeks, beginning March 2, Friday a. m., 15 minutes, recordings with Phil Harris. WOR. R. H. Macy & Co., 26 weeks, starting Feb. 26, renewal, Monday to Friday, 15 minutes, Five Star Final with Martha Manning. WOR. Runkel Bros., renewal, 13 weeks, starting March 5, Mondays, half hour, Maxine Jamminas. WOR. Pugsley Bros. of New Jersey, 13 weeks, three 15-minute evening periods a week, musical, 'Home Sweet Home.' WNEW.

### PITTSBURGH

Fels and Co., quarter hour program by Uncle Tom and Betty, twice weekly for 13 weeks. Placed by Young and Rubicam. KDKA. Commercial Milling Co., renewal of participations in Home Forum program through March 2. Placed by Phil Harris. KDKA. Good Luck Food Co., twice weekly participation in Home Forum program for 13 weeks. Placed by Hines, Volpert, and Hines. KDKA. Freedom Oil Works Co., renewal

of daily temperature report and one-minute daily announcements for 13 weeks. Placed by Albert P. Hill. KDKA.

Crazy Water Crystals Co., quarter hour hill-billy program weekly for 13 weeks. Placed by Carpenter-Rogers. KDKA.

Walker Remedy Co., 26 one-minute daytime announcements. WWSW.

Dr. Edwin T. Meyer, eye specialist, three 5-minute programs weekly for 13 weeks. Placed direct. WWSW.

Carot Shop, six announcements weekly for indefinite period. Placed direct. WWSW.

Pitt Publishing Co., one 15-minute program and 100 spot announcements. Placed direct. WWSW.

### BOSTON

Gillette Safety Razor Co., 24 15-minute programs started Feb. 22, through Ruthrauff & Ryan, New York. WEEL.

Jordan Marsh Co., 12 15-minute programs started Feb. 21, through Harry M. Egost, Inc., Boston. WEEL.

## Hi There!

I'M ON WOR  
MONDAY and FRIDAY  
6:45 P. M.

for  
Cushman Sons  
Bakeries

## RAY PERKINS

Personal direction  
BEDLEY BROWN

### WHILE IN BOSTON

"Variety" Said  
"WOWING 'EM FOR  
RECORD HOLDOVER"

8-8-33



## THERRIEN

"The Painter of Songs"

LILLIAN JAY at the Piano  
This Week (February 23)  
LOEW'S, JERSEY CITY  
JOHNNY HYDE  
William Morris Agency

## Dick Leibert

At the Console  
Radio City Music Hall

BROADCASTING  
8 to 8:30 A. M., WEAF, Daily  
11:15 to 11:30 P. M., Mon., Tues.,  
Wed., Thurs., WJZ  
11:30 to 11:45 A. M., Sun., WJZ

Management  
MILTON STAVIN

BROADCASTING  
WABC

## NOW

NEW YORK  
(Week Feb. 23)

Personal  
Manager  
LEW COOPER





# RADIO CHATTER

## New York

Harry McNaughton telling his tale in radio for keeps. East for six broadcasts after a solid other year in Chicago.  
Benny Leonard on WIIN's sports announcing.  
Nellie Revell is going on NBC for two sustaining quarter hours to do a fan magazine of the air talk. She's on WJZ at 2:45 p. m. Tuesday and

WEAF at 4:15 Friday afts. It's a repeat booking for Nellie.  
Richard C. Patterson, Jr., NBC executive v. p. left Thursday (32) for the coast to help straighten out the legal tiff between Earle Anthony (KFI) and the web while there.  
Chauncey Parsons, enroute to Chicago, stopped off Pittsburgh to guest on the 'Pittsburgh Varieties.' After first show was held over for five more programs.  
Dick Powell has been renewed for three more on Old Gold.  
Eldora Stanford auditioning for NBC.  
Hubbell Robinson, Young & Rubicam, left the week for a swing through the South in behalf of Borden's.  
Lucky Strike is auditioning for a program to take place at the Met opera series, even though NBC doesn't know where it will find an evening half-hour spot to accommodate the show.  
Ed Sullivan, News columnist, goes into the Plough show on NBC tomorrow (Wednesday) night as in. c. First he'll give artists he's furnishing include Helen Morgan, Ted Kohler and Harold Arlen.  
NBC is now auditioning Nancy Garrison, paired with Celia Branz, Alton C. World-Telegram, points out that many fans habitually are unable to tell Ben Bernie from Jack Benny from Jack Denny because of name similarity.  
Clark Getts recovering from gripe.  
Ruth Delmar, press agent-ascribed as a New Rochelle debutante, sings from the Village Barn over WIIN.  
Pola Negri will sing for Underwood typewriters and eschew verbal dramatics.  
Paul Whiteman who guest-conducts the Cincinnati Symphony March 4 will take several of his men west with him. Besides Manager Jack Lavin Cincy will see Mike Pingatore, Charles Strickland, Frank Treubauer, and Roy Barger. Adolph Deutsch goes ahead to rehearse and arrange details but will be back at the Baltimore to pinch-hit for Whiteman.  
Dorothy Atkins will have more singing assignments with the Whiteman band the week Peggy Healy plays the Fox, Brooklyn.  
Ferry Deutch of World Broadcasting officially confirms start of sustaining library service March 1.  
Walter Craig busy making series of waxings.

## LEON BELASCO

ARMOUR PROGRAM  
9:30-10 P. M., FRIDAYS  
WJZ  
MON.-WED.-FRI.  
WABC  
12 MIDNIGHT  
14th St. Morris Hotel, New York  
Solo Direction HERMAN BERNIE  
1610 Broadway, New York

## CONRAD THIBAUT

Wednesday, 8:30-9 P. M.  
WABC  
Thursday, 9-10 P. M.  
WEAF

## AUBINOFF

DANCE ORCHESTRA  
at the  
HOTEL ROOSEVELT  
NEW YORK  
IGHTLY

## FRED ALLEN'S

SAL HEPATICA REVUE  
with  
PORTLAND HOFFA  
JACK SMART  
IRVIN DELBARE  
MARY MCCOY  
SCRAPPEY LAMBERT  
BOHARTS  
FERDE GROFE'S MUSIC  
Material by Fred Allen and  
Harry Tugend  
Wednesdays, 9:30 p.m., E.S.T.  
Management Walter Batchelor

## RUBY NORTON

JACK CURTIS  
CURTI  
Palace Theatre Bldg, New York

## "TODAY'S CHILDREN"

Written by Inna Phillips  
Sponsored by  
Pillsbury Flour Mills Co.  
NBC—10:15 to 10:30 A.M.  
WENR 10:15 A.M. Daily

## PAT KENNEDY

(The Unmasked Tenor)  
Sponsored by  
Paris Medicine Co.  
WGN, Chicago, Daily  
1:30-1:45 P. M. CST

## THE KING'S JESTERS

Personal Management  
PAUL KAPP

## THE DORING SISTERS

Creators of a New Trio Style  
CBS SWIFT REVUE  
as BROOKFIELD DAIRYMAIDS  
Fri., 10-10:30 P.M. EST  
WGN, Chicago Tribune Station  
5 Weeks, Beginning Nov. 1  
Exclusive Dir. PAUL KAPP

ing the smartest commercial copy in town. Bubbling between jobs in keeping sponsors happy and contented. Fellin's show on the up-grade under her direction.  
New Philadelphia, Pa. Pennsylvania Weekly News, will try an air build-up for a gal news commentator; outfit buying three fifteen-minute spots on WEF. Paper owned by Paul Gellies, vice secretary to ex-mayor Harry Mackey.

## Baltimore

La Grippe has Jack Lederer feeling bit low.  
Lee Simmons now carrying bold handicap of three.  
Maurice Schwartz, in with legit 'Yoshe Kalb,' spelled quarter-hour of dramatic readings WCAO and English over WCBM.  
John Hedeman, signed by WCBM to train incipient Junior Radio Chorus.  
On eve of fiftieth anniversary, Johns Hopkins U Glee Club aired its initial ether concert over WCAO.  
Steve Zeman, WCAO 'King of the Keyboard,' recovering from emergency appendix opp.  
Bob Maslin, Jr., WFER p. a., on vacah Florida.  
Lee Mossbauer, local composer, had latest pair of songs given first ether airing over WCAO last week.  
Charles Furman, WCAO, has slipped engagement rook on finger of May Lamb, also of station.  
Alice Joy played a one-day engagement aboard the Paradise Ship in Troy.  
Another of Boston's smart supper clubs has stepped out on the air. The Broadway, which opened the other night, is sharing bands with listeners over WBZ.  
Sammy Liner and his orchestra are furnishing the music for the WEEI.  
Carleton Dickerman of the WEEI, Boston, announcing staff began his ninth year of announcing work (all at WEEI).  
Charles Hector and his orchestra returned to the air this week from the Club Touraine, Boston. Several weeks ago the club was doing so much business they decided they did not need radio.

## Des Moines

Mary Hayes latest addition to continuity department, WOC-WHO. Assists Dr. Lytle Flanagan, department chief.  
Al W. Triggs, for six months at WLAS, Ottumwa, has returned to KSO, Des Moines. He will be chief announcer for sports broadcasts and special events.  
WOC-WHO has new piano team in the Rex Piano Duo. Consists of Oliver Scott of Mickey and Oliver and Marge Kephart, of Vic and Marge.  
WOC-WHO will entertain 1,500 lumbermen and material dealers in convention in Des Moines Feb. 27, 28 and 29. Show of 14 acts with 60 performers will be under direction of Irving H. Grossman, artists bureau chief, who was formerly in show business.  
WOC-WHO continues libbily with still-another show, called the Country Store, every noon hour, with half hour Tues., Thursday, and Sat. and forty-five minutes Monday, Wednesday and Saturday. Program includes the Four Star Rangers, Dan and Ken, Mississippi Cotton Pickers, Louisiana Lou, Harmonica Joe, Granger Jeff and Stan Wines. Sponsored by United Remedies.  
Jackie Merkle, six-year-old psychic, who has had numerous engagements at KSO, Des Moines, and WKOR, Cedar Rapids, Ia., will open a four-day engagement at the low theatre, Waterbury, Ia., Feb. 22. On March 12 she returns to KSO for a two-week engagement.  
More than 20,000 men, women and children, went to Skelly Oil station in Des Moines to get a photograph of 'Speed' Robertson, offered in Skelly's 'Air Adventures of Jimmy Allen,' over WOC-WHO, Des Moines. The station also received 1,877 letters from listeners in towns where Skelly gas is not sold.  
KSO has a new show called musical potpourri, featuring Bernice Lowels, orchestra, the Three Jays, Brooks and Pierson and Max Kromer, harpist.  
KSO has followed up its mystery singer with a mystery piano player, whose program is listed as 'Elmer Plays the Piano,' and everyone's asking 'who is Elmer,' instead of where is Elmer.  
Prairie Ramblers and Patsy Montana played a 45-min. program on WOC-WHO Feb. 22 while en route to theatre engagement in southern Iowa. Now enroute on WIS Barn Dance, but originated at WOC, Davenport, and glad to see old WOC friends now in Des Moines.

## South

Marie Davenport, now Mrs. Thomas Harrell, but still secretary to WBT's general manager.  
Pete Martin, xylophonist, George Frazier, pianist, and Margaret Chesick, soprano, have built up an act that has now gone commercial over WBT, Charlotte, N. C.  
Bob Mitchell, for three years organist for WBT, Charlotte, N. C., now in Jacksonville, Fla.  
Grady Cole, news commentator for WBT, Charlotte, N. C., has third sponsor, Cole Manufacturing Company (no relation).  
Educational broadcasts, such as radio school and music appreciation, occupied 217 hours of time last year over WWNC, Asheville, N. C., a survey shows. Of this time 91 hours originated locally.  
WKBC, Birmingham, has installed crystal microphones, according to Steve Cleser, manager.  
On Washington's birthday, William A. Schudt, Jr., celebrated his first anniversary as manager of WSM, and his 14th anniversary in radio.  
Colonel Harry Stone, station manager of WSM, was the guest of honor in a 'Ye Old Time Party' which was given by WSM on Tuesday night. About 40 members of the staff were invited.  
Delmore Brothers, Alton and Rahon, on the Grand-Old Opry on WSM, join names with Zeke Clements and his Broncho Busters, who have just returned to WSM from an extended tour on one of the national networks. They open a new series of programs each Saturday night at 10:30 o'clock.  
Beasley Smith, orchestra director and producer of many musical acts, has formed a trio known as 'The Three Music Makers' with Opie Cates and Rod Kent. They broadcast each Wednesday night at 6:30 p.m. broadcasts from studios of WSM, Nashville.  
Rod Davis and his associates are heard each week through WSM.  
Freddie Rose conducts his song show on the air, broadcasting from the studios of WSM on Tuesday night at 6 p.m., Thursday at 10:15 p.m. and Saturday at 8:30 p.m.

'Skippy,' German tumbler, on Nashville's WLAC, was recently on daily program presented by Crazy Water.  
Members of the Nashville Experimental Theatre are presenting a series of dramatic episodes over WLAC. Episodes heard Monday and Wednesday at 8 p.m.  
Lots Albright, classical pianist, broadcasts over WLAC, Nashville, Sunday afternoon at 5:45.  
'The Apothecaries' comprising Nashville's oldest commercial program, completed their 132nd consecutive broadcast over WLAC this week.  
Charles Godwin, WKY, Oklahoma City, staff announcer, is engaged. Happened a few days ago.  
Clouse-Stone Shoe Company began a new radio program on WKY, Oklahoma City, Sunday, Feb. 18, at 1:30 p. m. It's a 15-minute period of gossip about the stars, starlets, films and fanfare of Hollywood.  
Large numbers of school teachers attending the State Association meeting in Oklahoma City last week visited the studios of KOMA and were entertained by KOMA management with special programs.  
Glenn Hardie, formerly at KMTR, is now announcing at KNX.  
Marshall Grant is the new staff organist at KNX. Replaces Newton Yates.

## Mid-West

National Iowa night, March 7 will go on the air from WSLI, through WOC-WHO, Des Moines, 8:30 to 9 p.m., in recognition of President Walter D. Jenup, University of Iowa, who leaves to become head of the Carnegie Foundation for the Advancement of Teaching.  
Al W. Triggs, in an announcing spot with WLAS, Ottumwa, Iowa, now consolidated with WKOR, Cedar Rapids, Iowa, back at KSO, Des Moines.  
Reggie Martin steps up from chief announcer to assistant manager of WKBB, East Dubuque, Ill. WKBB, East Dubuque, Ill., is proud of the fact that its complete (Continued on page 46)

## Hi There Once More!

P. S.—I'm Also Playing  
LOEW'S PARADISE  
NEW YORK  
(This Week—Feb. 23)

P. S. 2—And I'm in 'Sunday Nights at Nine' at the Bar-bizon-Plaza Concert Hall, Weekly

## RAY PERKINS

Personal reaction  
SEDLBY BROWN

## HOTEL PIERRE JACK DENNY

AND HIS ORCHESTRA  
WEAF  
Tues., 12:30-1 A.M.  
Wed., 11:00 P.M.  
WJZ  
Sat., 12 Midnight  
America's Oil Co.  
WABC  
Sun., 9 P.M.  
Richard Hudnut  
WABC  
Fri., 9:30 P.M.

## Isham Jones Orchestra

COMMODORE HOTEL, N. Y.  
The show sponsored by EX LAX every Monday, 9:30-10 P.M. Sustaining—Tuesdays, Thursdays and Friday, 11:30-12 P.M.; Saturdays, 11-11:15 P.M., coast to coast. WABC  
Direction  
Columbia Broadcasting System

## LEO ZOLLO

AND HIS MUSIC  
Monday—5:50 P.M., NBC  
Saturday—5:50 P.M., NBC  
Playing Nightly  
BENJAMIN FRANKLIN HOTEL  
Philadelphia  
Management  
NBC Artists' Bureau, New York,  
Personal Rep.—LEW CHUDD

## VIVIAN JANIS

"ZIEGFELD FOLLIES"  
Solo Direction  
HERMAN BERNI  
1610 Broadway  
New York City

## ARTHUR BORAN

"RADI IMIC"  
COLGATE HOUR  
WEAF—COAST-TO-COAST  
9 P. M. EST. Every Saturday

## IRENE TAYLOR

ROCKWELL O'KEEFE,  
RKO Bldg., Radio City, New York



# Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

## New York City

(Stations WJZ-WEAF)

80 Rockefeller Center  
Circle 1-8000

M. H. Aylsworth, President.  
Richard C. Patterson, Jr., Executive V.-P.  
A. L. Ashby, V.-P. and Gen. Mgr.  
George Engler, V.-P. and Gen. Mgr.  
John P. Royal, V.-P. on Programs  
Roy C. Wintner, V.-P. on East Div. Sales  
Frank Mason, V.-P. on Public Relations  
Mark Woods, Treasurer  
Lewis MacDonagh, Secretary  
Alfred H. Morley, Bus. Mgr., Program Dept.

Lloyd Thomas, Mgr. Local Sales  
W. C. Roux, Mgr. Local Sales Promotion  
M. F. McKee, Auditor  
F. Kelly, Asst. Auditor  
C. W. Horn, Gen. Engineer  
J. M. Mullin, Asst. Gen. Engineer  
J. de la Alamo, Evening Operations  
Bertha Reinhard, Program Mgr.  
G. W. Payne, Operations  
R. J. Telchener, Asst. to Treas.

### Department Heads

Donald G. Shaw, Eastern Sales Mgr.  
H. B. Bell, Radio Library  
D. Bloxham, Purchasing Agent  
John C. Carey, Sales Supervisor  
J. M. Mullin, Plant Operation and Engineering Dept.  
J. H. Hanson, Personnel Supervisor  
Donald Wintner, Mgr. Sta. Relations  
Paul F. Peter, Mgr. Statistical Dept.  
G. W. Johnson, Mgr. Prom. Relations Dept.  
Harold Kemp, Artists Service Popular Talent  
D. S. Tuttle, Sales Mgr., Artists' Service  
William Adams, Radio Library  
M. P. H. James, Sales Promotion Mgr.  
T. G. Sabin, Eastern Sales Mgr.  
R. J. Telchener, Chief Mgr. private entertainment.

## CBS

(Station WABC)

485 Madison Ave.  
Wickham 2-9000

William S. Paley, President.  
Edward Kaufman, Executive V.-P.  
Sam Pickard, V.-P.  
Hugh Kendall Bots, V.-P. in Charge of Sales  
Lawrence W. Lowman, V.-P. on Operations and Secretary  
M. R. Runyon, Treasurer  
Carl Knips, Sales Mgr.  
William C. Conner, Asst. Sales Mgr.  
Julia Field, Comm. program Dir.  
Paul S. Seelbach, Comm. program Operations  
H. J. Gude, Publicity  
Edwin K. Cohen, Technical Dir.  
Paul White, News Broadcasting  
Paul W. Keaton, Sales Promotion  
John J. Karol, Market Research  
W. M. Gettel, Publicity Development  
John S. Carline, Production Mgr.  
Frederic P. Willis, Educational Dir.  
Julius Kattler, Music Director  
Hugh Cowan, Commercial Engineer  
Marion R. Parsonnet, Dramatic Dir.  
Ralph J. Woodson, Artists' Bureau  
Peter De Lima, Mgr. of Contracts  
Paul Ross, Mgr. Personal Bookings

## WOR

Bamberger Broadcasting Service, Inc.  
1440 Broadway  
Pennsylvania 6-8383

Alfred J. McCosker, Station Mgr.  
C. Cornish, Asst. Mgr.  
Walter J. Neff, Asst. Sales Mgr.  
Lewis Reid, Program Mgr.  
George Buckner, Production Dir.  
Robert I. Wilder, Program Dir.  
J. R. Foppole, Chief Engineer

## WI

American Radio News Corp.  
174 E. 58th St.  
Whitman 6-5100

Bradley Kelly, Station Mgr.  
Philip F. Elderton, Sales Mgr.  
H. F. Higdon, Production Mgr.  
Vincent Sorey, Van. Musical Dir.  
H. Harrison, Acting Program Dir.  
George Wieda, Press

## WMCA

Knickerbocker Broadcasting Corp.  
Donald Flynn, Pres.  
Operated by Federal Broadcasting Corp.  
roadway at 555 St.  
Columbus 5-5990

John T. Adams, Pres.  
Talbot O. Freeman, V.-P. in charge of Commercial Dept.  
Clendenen, Ryan, Jr., V.-P.  
James K. Norris, Treasurer  
M. Adams, Executive Director, to Pres.  
Frank Carlson, Program Dir.  
Jack Richer, Production Mgr.  
Robert Hood Powers, Musical Dir.  
Charles Martin, Dramatic Dir.  
Harry Fawcett, Continuity Dir.  
Frank Hennig, Asst. Artists' Bureau  
Robert S. Wood, Dir. Public Relations  
Frank Marx, Chief Engineer

## WLWL

Universal Broadcasting Corp.  
415 W. 58th St.  
Columbus 5-7090

H. F. Riley, Dir.  
R. E. Kierman, Business Mgr.  
R. W. Blork, Sales Mgr.  
George O'Brien, Production Mgr.  
Rudolph Forst, Musical Dir.  
Joseph Deppa, Chief Engineer

## Chicago

Merchandise Mart  
Superior 6800  
(Stations WENR-WMAQ)

Niles Trammel, V.-P. in charge  
Sam Kasey, Asst. to V.-P.  
George O'Brien, Production Mgr.  
Rudolph Forst, Musical Dir.  
Joseph Deppa, Chief Engineer

John Whaley, Office Mgr.  
Roy Sheld, Chief Musical Dir.  
C. L. Menner, Production Dir.  
Sidney Stots, Program Mgr.  
Joe Robb, Asst. to Program Mgr.  
Sidney Stots, Artists' Mgr.  
John Dwyer, Continuity Mgr.  
Frank Mullen, Dir. of Agriculture  
Judith Waller, Educational Dir.  
Kenneth Carpenter, Sales Mgr.  
Bill May, Local Sales Mgr.  
M. C. Showman, Sales Promotion Mgr.  
Howard Laugens, Chief Engineer  
M. W. Riles, Chief Field Engineer  
B. R. Donges, Maintenance Mgr.  
Al Williamson, Publicity Mgr.

Wright Bldg.  
Whitcomb 8000  
(Station WBBM)

R. Leitch Atlas, Vice-Pres. in Charge  
J. King, Asst. to Vice-Pres.  
Leonard Erickson, Western Sales Mgr.  
J. Kelly Smith, Sales Mgr.  
Bob Stephenson, WBBM Asst. Sales Mgr.  
W. H. Riles, Chief Field Engineer  
Walter Preston, Program Director  
Delos Owen, Program Operations Mgr.  
Hollander Knapp, Asst. to Program Director  
Ray Appleby, Dramatic Prod. Mgr.  
H. B. Bell, Radio Library  
Howard Nunnally, Music Dir.  
Henry Klein, Continuity Editor  
Frank Palmer, Chief Engineer  
Bob Kaufman, Publicity Mgr.  
Marjorie Harvick, Educational Dir.  
Ray Black, News Service Director  
Arthur Wisner, Community Concert Mgr.  
McClure Bellows, Columbia Concert Mgr.

KYW

Stratus Bldg.  
Wabash 4040

Home Hogan, Gen. Mgr.  
Frank Whaley, Production Mgr.  
Harold E. Bonn, Asst. Production Mgr.  
Roy Murphy, Chief Engineer  
H. B. Randall, Chief Engineer  
C. ner Turner, Publicity Dir.

WCFL

Furniture Mart  
Delaware 9000

John Fitzgerald, President  
Edward N. Nockles, Gen. Mgr.  
Franklin Lundquist, Bus. Mgr.  
Maurice Lynch, Treasurer  
Howard Keegan, Production Dir.  
Edward Hanson, Musical Dir.  
Howard Keegan, Chief Engineer  
Maynard Marquardt, Chief Engineer

WJJD

Lake and Wells Sta.  
State 5480

Ralph Atlas, Gen. Mgr.  
Art Link, Continuity Mgr.  
Joe Albinson, Chief Announcer  
WLS

1230 W. Washington  
Haymarket 1600

Burridge Butler, President  
Glenn Snyder, Gen. Mgr.  
George Sigler, Program Mgr.  
D. J. Keaton, Asst. to Gen. Mgr.  
Tom Rowe, Chief Engineer  
Clementine Lager, Artists' Mgr.  
Hot O'Neil, Chief Announcer  
Julian Bentley, Publicity Dir.

WGN

Drinks Hotel  
Superior 1000

W. E. MacFarlane, Gen. Mgr.  
John Ryan, Station Mgr.  
George Isaak, Commercial Mgr.  
Edward Barry, Production Mgr.  
Adolph Dumont, Musical Dir.  
Chas. Myers, Chief Engineer  
Frank Schreiber, Publicity Dir.

WGES

128 N. Crawford  
Van Buren 5000

Gene Dyer, Station Mgr.  
Charles Lanphear, Production Mgr.  
Joseph Brubaker, Chief Engineer  
Edward Barry, Musical Dir.  
Don Croson, Chief Announcer

WI

201 North Wells  
State 4400

Ralph Atlas, President  
Francis Kennedy, V.-P.  
Frank Morrow, Program Dir.  
John Murr, Music Director  
T. McMurray, Chief Engineer  
Art Jones, Chief Announcer

Advertising Agencies

Lord & Thomas-Henry Sellinger  
J. Walter Thompson-Tom Luckenbill  
Erwin-Wasserman-Woodell  
N. W. Ayer-W. G. McGuire  
Crichton-Frank Steel  
McKinnin-Frank Steel  
BBDO-George May  
Black-Sampson-H. E. Peterson  
Henry H. MacDonald-Ad. Decker  
Hayes MacDonald-Nate Caldwell

Los Angeles

KHJ

(Columbia Don Lee Broadcasting  
1076 West 7th Street  
West 7th 111)

Don Lee, President  
C. Ellsworth Wylie, Gen. Mgr.  
Edmond Falco, Asst. to Program Dir.  
Paul Rosenbaker, Production Mgr.  
Kenneth Niles, Asst. to Program Dir.  
Herbert Witherspoon, Traffic Mgr.  
Charles E. Kane, Asst. Adv. Mgr.  
Lee Weinroth, publicity  
Thomas Lee Artist Bureau, Ted Braun, mtr.

KFI and KECA

(NBC outlets)

Charles C. Amberg, Inc.  
1000 So. Hope Street  
Richmond 6111

Earle C. Anthony, President  
Arthur Kales, V.-P. and Gen. Mgr.  
Glen Dolberg, Program Dir.

Los Angeles

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Lee Weinroth, publicity  
Thomas Lee Artist Bureau, Ted Braun, mtr.

## Hollywood-Paradise Digging New Shows

Joe Moss wants Harry Richman to follow Rudy Vallee at the Hollywood restaurant. Vallee sticks until April or May.  
Buddy Rogers stayed only five weeks, his contracted period, at the Paradise restaurant. A new show, specially suited for Irving Caesar and Sam Pokras, opera there March 2. Aunt Jeannine will be featured. Roger Wolfe Kahn and Ozzie Nelson's orchestras are among those being considered.

## Frolics, Chicago, Burns

Chicago, Feb. 26.  
Frolics Cafe, famous for years as ace night club of town on Twenty-second street, completely destroyed by fire last night.  
Was one of the few pre-prohibition spots to operate throughout.

'Chuck' Simpson, announcer with WNOX, Knoxville, has been promoted to chief announcer for the station.

KFWB

Warner Bros. Pictures Corp.  
Warner Theatre Bldg.  
Hollywood 6315

Gerald King, Gen. Mgr.  
Chester Mifflin, Commercial Mgr.  
John J. McGee, Asst. to Gen. Mgr.  
Johnny Van Riper, Charge Vaude Programs  
Ray Van Riper, Charge Dramatic Prog.  
Les Hewitt, Chief Engineer  
Frank Murphy, Supervising Engineer  
George Fischer, Publicity

Western Broadcasting Co.  
Paramount Studios, Hollywood

Guy C. Earl, Jr., President  
Naylor Rogers, C. and Gen. Mgr.  
Carl E. Nissen, Chief Engineer  
Kenneth C. Ormiston, Technical Supervisor  
Drury Lane, Program Mgr.  
Wilbur Hatch, Musical Dir.  
Dave Ballou, Publicity

KMPC (Beverly Hills)

Machinist Pat  
6031 Wilshire Blvd.  
Crestview 3101

Jack Keller, gen. mtr.  
Velva Darling, publicist  
Chauncey Halnes, musical director  
Stanley Burrows, Chief Announcer  
John McIntyre, traffic and production mgr.

KMTX

KMTX Radio Corp.  
915 N. Hollywood  
Hillside 1101

Read E. Callister, President  
Eus Mack, Gen. Mgr.  
V. A. Newkirk, Prod. Mgr.  
Salvatore Santella, Musical

KGJF

1417 St. Figueroa Street  
Proceding 7700

Ben S. McGlashan, owner.  
Jack Hancock, Mgr.  
Fireline Broadcasting Co.

KRKD

543 South Spring Street  
Madison 1178

Frank Doherty, President  
V. O. Prater, Gen. Mgr.  
Del Lyon, Sales Mgr.

KTM

Pickwick Broadcasting Co.  
214 So. Vermont  
Exposition 1841

Charles Wren, Pres.  
George Martinson, Manager  
C. B. Juneau, Production Mgr.

KFAG-FVFD

Los Angeles  
Van Buren 5000

Gene Dyer, Station Mgr.  
Charles Lanphear, Production Mgr.  
Joseph Brubaker, Chief Engineer  
Edward Barry, Musical Dir.  
Don Croson, Chief Announcer

San Francisco

NBC

(Stations KGO-KPO-KYA)

Western Division  
111 Sutter St.  
Sutter 1020

Don E. Gilman, V.-P. and Western Div. Mgr.  
C. L. McCarty, Asst. to V. Mgr.  
Frank Frost, Pres.  
Harry Anderson, Sales Mgr.  
A. H. Saxton, Mgr. of Plant Operations and Engineering  
Lloyd E. Yoder, Press Dir.  
J. E. Maxwell, Office Mgr.  
Frank Frost, Chief Announcer  
Ozell Underwood, Prod. Mgr.  
Roy Frothingham, Sales Promotion Mgr.  
Meredith Wilson, Musical Dir.

KYA

938 Market St.  
Prospect 8408

Edward McCabon, Station Mgr.  
Lynn Church, Pres.  
Harry Bechtel, Chief Announcer

KFRG

(Don Lee-Columbia outlet)  
1000 Van Ness Ave.  
Prospect 1000

Fred Pabat, Don Lee Gen. Mgr.  
Harrison Holliway, Station Mgr.  
William Wright, Musical Dir.  
Arthur Kemp, Sales Mgr.  
Al Cormack, Technical Dir.  
Claude Swerton, Musical Dir.

KJBS

runton & Sons, owners  
1830 Bush St.  
Ordway 4148

Ralph Brunton, Mgr.  
Ralph Smith, Prod. Dir.

KTAB

115 S. Grand St.  
Garfield 440

M. E. Roberts, Mgr.  
Frank X. Galvin, Prog.

## Radio Showmanship

(Continued from page 43)  
Philly, with the script penned by Arthur Bryan.

Helping Unemployed Boston.  
In a constructive and practical undertaking planned to benefit unemployed musicians of Boston, a series of nightly programs presented jointly by the Bay State Broadcasting Corporation and the Boston Musicians Union, Local Number 2, started on the Yankee Network last week.

Selection of the musicians comprising the orchestras to be heard is in the hands of union officials and the entire personnel, with the exception of the leaders, will be made up of those members of the union who are at present unemployed. It is planned to give a different type of program each week.

Public as Jury Rochester.  
WHBC is running the 'Trial of Vivienne Ware' in six episodes as a contest in co-operation with the Times-Union and giving \$100 prizes for best answers as to whether she was guilty or innocent.  
The judge, district attorney, lawyers and reporters are taking the parts gratis as a stunt.

February's Children Rochester.  
Uncle Dan, who reads the comics over WEBC on Sunday mornings and conducts a birthday club for children, is making personal appearances at special morning shows at the RKO Palace theatre. All members of the club whose birthday is in February go free this month, others pay. Comics, cartoon and full-length feature on the program sponsored by the Democrat & Chronicle.

Ysterious Oppositi New York.  
A cook book is about to be published by the conservative house of Longmans Green written by radio's 'Mystery Chef' program. The sponsor, R. B. Davis Co. (baking powder), is reported very chary of what would ordinarily be deemed a swell opportunity for publicity tie-up.  
Which appears to be just another sample of the unpredictability of a topsy-turvy business.

## NEWARK

(Continued from page 8)

at Proctor's while Earle used to sing at the Mosque.  
Estimates for This Week  
Bransford (WB) (2:05; 15-35). 'Hi Nellie' (WB) and 'Can't Buy Everything' (MG). Opened the holiday with smashing business and taking eight days should be nice at \$1,000. Last week on six days 'I've Got Your Number' (FN) and 'Women in His Life' (MG) good with \$3,500.

Capital (WB) (1:00; 15-35-35-50). 'Big Shakedown' (FN) and 'Let's Fall in Love' (FN) on eight days with \$5,000. Last week six days 'Massacre' (FN) and 'Eight Girls' (FN) fair at \$300.

Little (Franklin) (2:30; 30-40). 'Zwei Gute Kameraden' (Tobis). As this spot draws more than the rest from out of town and weather hurts more. Trying a German dramatic club for one night and a zither club for another. Unless they have the day they will be in 'Kongress Tanz' (Ufa) weak at \$500.

Loew's State (2:30; 15-75). 'Cat Fiddle' (MG) and 'Midway Nights' on stage. First Chicago Fair show to hit here and drawing more than the pic. Should take \$14,500. Last week 'This Side Heaven' (MG) feeble with \$10,000.

Newark (Adams-Par) (2:24; 15-93). 'Bolero' (Par) and vode. Showing a bolero contest through a tie-up with the Ledger. Opening well and should be okay with over \$18,000 on eight days. Last week 'Search Beauty' (Par) got nowhere with \$3,000.

Proctor's (RKO) (2:30; 25-35-40-55-75-85). 'Susanne' (Fox) and 'renewed Village Follies' on stage. Would be big in good weather and will be okay with \$15,000. Last week got (Fox) and Buddy Rogers unit good with \$16,000.

Terminal (Skouras) (1:00; 15-25-40). 'Man Two Worlds' (RKO) and 'Rainbow Over Broadway' (TD) with 'Man's Castle' (Col) and 'Straightaway' (Col) split. N.s.h. and looks like a weak \$3,500. Last week 'Flying Saucers' (RKO) and 'Hold That Girl' (Fox) very nice at \$4,700.

## Marx Bros. Start

Marx Bros. (Groucho and Chico) step into the American Oil show on CBS this Sunday (4). It's on a week to week basis with the account holding options up to eight weeks. Pair's last air contact was the Standard Oil combine (Five Star Theatre) of last season.

## Nuthin' Could Be Finer Than to Be in Carolina

Charlotte, N. C.  
A number of western North Carolina theatre, and night club owners were made defendants in suits filed in United States district court here last week by Gene Huck, president of the American Society of Composers, Authors and Publishers, acting as plaintiff along with the individual publishers of some half dozen popular songs. Violation of copyright provisions is alleged.

Defendants in the four acts William and Willis Rhodes, of Norfolk; C. E. Blanton, of Charlotte; L. C. Ross, of Mount Holly; and S. K. Yelton, of Spindale.

## Radio Chatter

(Continued from page 45)  
program schedule is printed in the 'Catholic Daily Tribune' only daily paper of that denomination.  
John Gillin, WOW boss, tri to Chi on business.  
Royce Collier, formerly KOIL, now Springfield, Mo.

Ted Malone's former the Book-ends was removed from the western Columbia network three weeks ago. This week's return because there was too much fan objection. Letters smothered the western stations and KMBC, the point of origin.

Lawrence Sherwood, former sas University singing professor turned announcer, is building 50-piece staff for KMBC to be used on various local programs. Called Midland Melodic Choir.

Olsen and Johnson, and Barney Oldfield are the latest chatter to be interviewed on KMBC, Kansas City.  
Judge Thomas V. Holland of the Municipal Court inaugurated a new series of five-minute discussions, 'Glimpses of Life in a Great City,' twice a week on KMBC.

Bob McGraw's Hotel Fort Des Moines orchestra, which has been on starring schedule on WC-WO, starts new commercial half hour on Sunday nights for Western Grocer Co. Guest artists, the Melody men, Garnette Arrick, harpist and vocalist. McGraw, director of Des Moines School of Fine Arts.

A member of the Junior League, Des Moines, interviewed Uday Shankar, famed India dancer, over KSO.

## East

Winter sports carnival advertising is given a new source of income to Vermont this winter.  
Glenna Gailson is becoming one of the most popular feminine singers on WDEV, Waterbury, Vt.

Burlington (Vt.) Daily News has a new circulation manager and is now plugging the paper over its station, WCAX.

Newport Radio club bulletins are broadcast daily over WDEV, Waterbury, Vt.  
Donald Glynn, tenor, is back on the air over WCAX, Burlington, Vt.

No wonder Mary O'Neill and Warren H. Flood have been going to the wrestling matches. They're going to be married. Mary is a member of the Albany Sunday Knickerbocker Press and Flood is assistant sports editor. Theirs is an office romance. Knot will be tied in April.

Dorothy Mansfield, pianist, and Ellen Buchanan, contralto, form program from WGNV at Chester, N.Y.  
Danny Dwyer, of the WESG, Elmira, commercial department, has turned broadcaster. Interviewed by Leo Bolley, Danny, told about the business end of radio. He formerly was with WFLB, Syracuse.

Memorizing classical numbers with the aid of the Braille system, Eugene Moenke, blind pianist, is a favorite of tunes-in on WGLC, Hudson Falls, N.Y.  
Curley Johnson took his orchestra from the studios of WBSG, Elmira, to the stage in a vaudeville show as an added stage feature.

WESG, Elmira, intends to determine who is the best old time fiddler in the area. Fred Fox is conducting a contest for fiddlers over the age of 50.  
Leonard Allen, NBC tenor, went back to Plattsburgh, N. Y., his home town, to take part in a concert.

NBC Radio Haymakers topped a recent vaude bill at the Capitol, Birmingham.

WB's Philly Counter Philadelphia, Feb. 26.  
Max Preval, Warners-music representative, in town to organize local sheet music distribution.

Picture outfit has acquired the McCorry music content and Charlie Hahn will take charge this week.  
Arthur Johnston and Sam Coslow have written an original tune for W. C. Fields to warble in 'You're Telling Me' (Par).

